A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER · TRUCK · PARTS, SHOP EQUIPMENT · TIRES · ACCESSORIES

Vol. 8. No. 930. Copyright, 1929, by Automotive Daily News Publishing Corporation NEW YORK, WEDNESDAY, APRIL 17, 1929 Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., Under Act of March 3, 1879. 10 Cents. $12 per year.

MAY 3 1929 DETROIT

Employment in N. Y. Textile, Steel Plants At Highest Level

By S. E. KENNEDY

ALBANY, April 16.—In reviewing conditions the Industrial Labor Department announces that the upward movement of the past two months has raised employment to the highest level in two years with forces approximately 16 per cent. larger than a year ago. It is indicated that the metal, textile and automotive groups were largely responsible for the advance.

However, notable gains in machinery and electrical apparatus plants, pig iron, aluminum and rolling mills only served to counteract losses in other manufacturing industries. A strong upward movement continued in automobile parts producing plants and airplane factories, while manufacturers of sheet metal, brass and copper goods reported irregular gains.

At Waterford, in the Kings Canal district, which has come to the fore as a great producer of automobile fabrics, brake linings, gaskets, etc., the whirring machinery on all sides indicates the expansion era through which the many concerns are passing. A few years ago the canal district did not boast of a single automotive plant, and now there are at least six turning out products with a nationwide distribution. The largest, the National Automotive Fibres, Inc., is running day and night with the increased volume of spring orders, taxing all available machinery.

All four plants operated by the firm are running overtime turning out brake linings and upholstery fabrics with working forces estimated at over 2,000 hands. Steady operations are also reported at the plant of the Asbestos Spinning and Weaving plant, which is turning out spring orders for brake linings on an extensive scale. It is also reported that the abandoned cord tire fabric plant of the Beaver Mills may shortly be placed in operation, as it is understood that a firm prominent in automotive circles is anxious to secure a lease of the property.

Following an inspection of the Utica plant of the Dunlop Tire and Rubber Company by the Industrial Advancement Corporation it was announced that production had shown a 100 per cent. increase during the past year. The Utica spinning plant makes tire cord on a large scale and this material is then shipped to the Buffalo factory, where the finished product is produced. The annual pay roll of

(Continued on page 9)

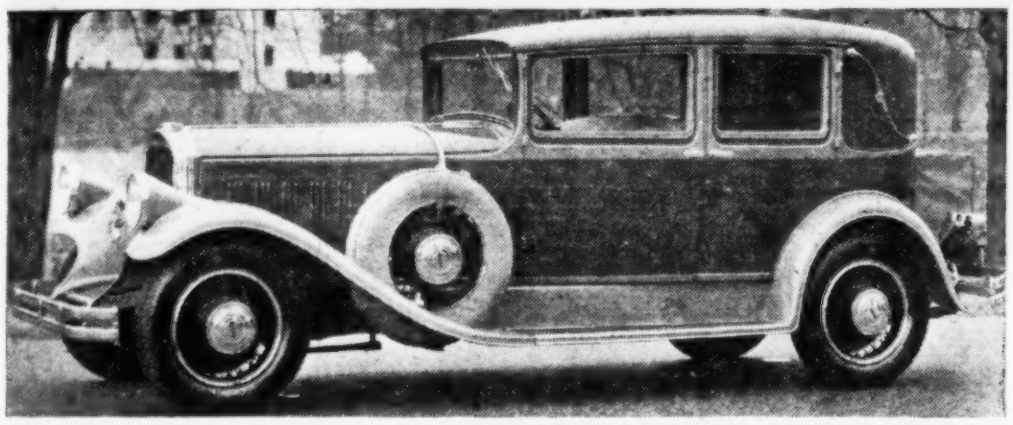
EMPLOYMENT IN OHIO VEHICLE PLANTS GAINS 41% OVER A YEAR AGO

Columbus, O., April 16 (U. T. P. S.).—Employment in the manufacturing of vehicles in Ohio, which includes the automobile and parts industries during March this year, reached the highest point since 1920, according to a recent survey of the Bureau of Business Research of Ohio State University.

The March employment index was 116, or 6 per cent. higher than that of February this year and 41 per cent. greater than in March, 1928. This increase from February was shared by thirty-six of the fifty-nine reporting concerns, while nineteen showed decreases and four showed no change in employment. The average employment during the first quarter of the year was 40 per cent. greater than during the same period in 1928.

Employment in the rubber products industry in March was 2 per cent. greater than in February and 7 per cent. greater than in March, 1928. This increase in March employment over February was shared by fifteen of the twenty-six reporting concerns.

Pierce-Arrow Straight Eight Club Sedan



THE ABOVE MODEL is the club sedan mounted on the Pierce-Arrow straight-eight chassis with 133-inch wheel base.

Up to the Minute

Supplementing the regular Friday new commercial car registration statistics, returns for March from North Dakota, Utah and Wisconsin received up to press time are carried in this issue on page 8.

Today's new passenger car registration reports for March, covering North Dakota, South Carolina, Utah and Wisconsin, also appear on page 8.

G. M. FOREIGN CHIEFS GATHER FOR CONFERENCE

New York, April 16.—G. W. Wolf, managing director of General Motors, Argentina, and A. F. Bassett, managing director of General Motors, Brazil, will arrive in New York April 23 aboard the Southern Cross to attend the managing directors' conference of the General Motors Export Division, to be held at Shawnee-on-Delaware, Pa., May 22-30.

Albert M. de Tonnay, regional director for South America for the General Motors Export Division, will arrive in New York April 29 aboard the Santa Barbara to attend the conference.

CLEVELAND BAR SEEKS TO CUT INSURANCE RATES

Cleveland, April 16.—Reduction in personal liability and property damage insurance rates for Ohio motorists is forecast if members of the Cleveland Bar Association succeed in their effort to have the American Bar Association's code of ethics adopted as official rules of court.

It fits in excellently with the campaign which the bar association here has been waging against "ambulance chasing and fee-splitting," two of the unethical practices that have resulted in numerous unwarranted damage suits, and have contributed to the cost of protective automobile insurance.

MENGEL'S QUARTER PROFIT REGISTERS HEAVY GAIN

New York, April 16.—The Mengel Company reports for quarter ended March 31, 1929, estimated profit of $435,000 after interest, depreciation, etc., but before Federal taxes comparing with actual profit of $348,637 in first quarter of 1928.

Unfilled orders on April 1, 1929, are estimated at $3,556,000 against $2,489,000 on April 1 of previous year.

GRISWOLD MOTOR BODY APPOINTS GEO. T. P. KLIX

Detroit, April 16.—George T. P. Klix has been appointed body engineer for the Griswold Motor Body Company of Detroit. Mr. Klix is well known to the motor car trade, having been chief engineer of the C. R. Wilson Body Company. He also was factory manager of the American Body Company of Buffalo.

Pierce-Arrow Line, Now Complete, Has 14 Bodies

BUFFALO, N. Y., April 16.—Pierce-Arrow dealers throughout the country are now supplied with the complete line which has been previously described in Automotive Daily News. Shipments are being made on both models 125 and 126 with wheel bases of respectively 133 and 143 inches.

The bodies for this year have been entirely remodeled and brought up to date. On the 125 model chassis the standard bodies include a roadster, touring, brougham, coupe, sedan, town sedan, seven-passenger sedan and seven-passenger inclosed drive limousine.

The bodies on model 126 chassis include a touring car, convertible coupe, sedan, inclosed drive limousine and the AW sedan ,the most expensive car in the Pierce line, which sells for $5,750. The lowest priced car in the line is the 125 roadster, which sells for $2,875. It is a four-passenger type. The five-passenger 125 sedan is $2,975.

All these bodies are composite types and are furnished in a wide variety of colors. In fact the color choice is practically unlimited on account of the various combinations offered in belt lines and striping.

No chassis changes of note have been made since these cars were previously described. Both cars have L type 8-cylinder engines of iden-

(Continued on Page 3)

1928 EXPORTS OF MOTOR PRODUCTS 10% OF TOTAL

Over $500,000,000 in Value, New High For Automobiles

WASHINGTON, April 16.—Foreign shipments of automobiles, parts and accessories accounted for about 10 per cent. of the total according to figures an value of exports from the United States during 1928, according to figures announced today by the United States Chamber of Commerce.

Exports of automotive products, exclusive of tires, set a new high record with a value slightly more than $500,000,000. There was a gain of 28.7 per cent. over 1927, and the 1928 total was 77.7 per cent. greater than the average automotive exports for the years 1923 to 1927, inclusive. The gain in value of automotive products shipped abroad in 1928 over 1927 amounted to $111,646,000, passenger cars, motor trucks, engines, replacement parts and accessories all participating in the advance.

Exports of 51,757,000 barrels of

(Continued on Page 4)

GRAHAM-PAIGE INCREASES AUTHORIZATION OF STOCK

Detroit, April 16.—Increase in the authorized no par common stock of the Graham-Paige Motors Corporation from 2,000,000 to 2,500,000 shares was approved by stockholders at the annual meeting today. The present outstanding common stock amounts to 1,050,756 shares, 374,840 shares being reserved for conversion of the second preferred stock.

Thomas Bradley and E. R. Harrell, both of Detroit, were elected directors, one to fill the vacancy caused by the resignation of W. A. Wheeler and the other being an addition to the board. The board now has eleven members.

BOHN ALUMINUM PLANTS OPERATE AT RECORD PACE

Detroit, April 16.—Operations at Bohn Aluminum and Brass Corporation continue at a record pace, with most departments working overtime. Two plants are operating twenty-four hours a day. April volume shows an increase of more than 20 per cent. over April, last year. The automobile body division is operating at capacity. Shipments by this department amounted to 420,000 pounds in March and are expected to reach 600,000 pounds in April.

CENTRAL ALLOY STEEL APPOINTS S. H. TRUITT

Philadelphia, April 16.—The Central Alloy Steel Corporation announces the appointment of S. H. Truitt as district sales manager of the Philadelphia district. He will succeed C. C. Willits, resigned. Mr. Truitt formerly was assistant sales manager at Philadelphia, and has been connected with the company for some years.

Aluminum Industries Reports March Best Month in Its History

By ROGER BURLINGAME

CINCINNATI, April 16.—Prosperous conditions in the automotive field and among allied lines are reflected in announcement of Aluminum Industries, Inc., that March was the best month in the company's history, sales showing an increase of 65 per cent. over March, 1928. An increase for the first quarter this year, as compared with last year, amounted to 35 per cent., according to officials, who expressed confidence that the present spring would set a new high figure in the matter of production and sales, basing their opinions on the increasing trend in April.

The company manufactures aluminum alloy pistons and castings used in airplane engine construction and in various other fields.

The growing demand, officials say, has forced plant expansion along various lines, including installation of $50,000 worth of new machinery and equipment, and the construction of new buildings that will allow for a 75 per cent. increase in plant capacity. Early in the year according to R. T Mesker, secretary the company was forced to install a night shift, and the factory now is operating on a twenty-four-hour basis in most departments.

R. T. Mesker

"Adoption of the new Permite Unitype piston by one of the leading motor car manufacturers and experimental tests being made by five others have created a demand for Permite pistons for replacement that is forcing us to adopt every method possible for stepping up our output," said Mesker. "Motor car production in 1928 revealed that 78 per cent. of all cars produced were equipped with aluminum alloy pistons and that portion of the 1928 output is in line for replacements.

"We have been unable to keep up with requirements for Ford and

(Continued on Page 9)

PUBLIC SERVICE BUYS PENNJERSEY BUS LINES

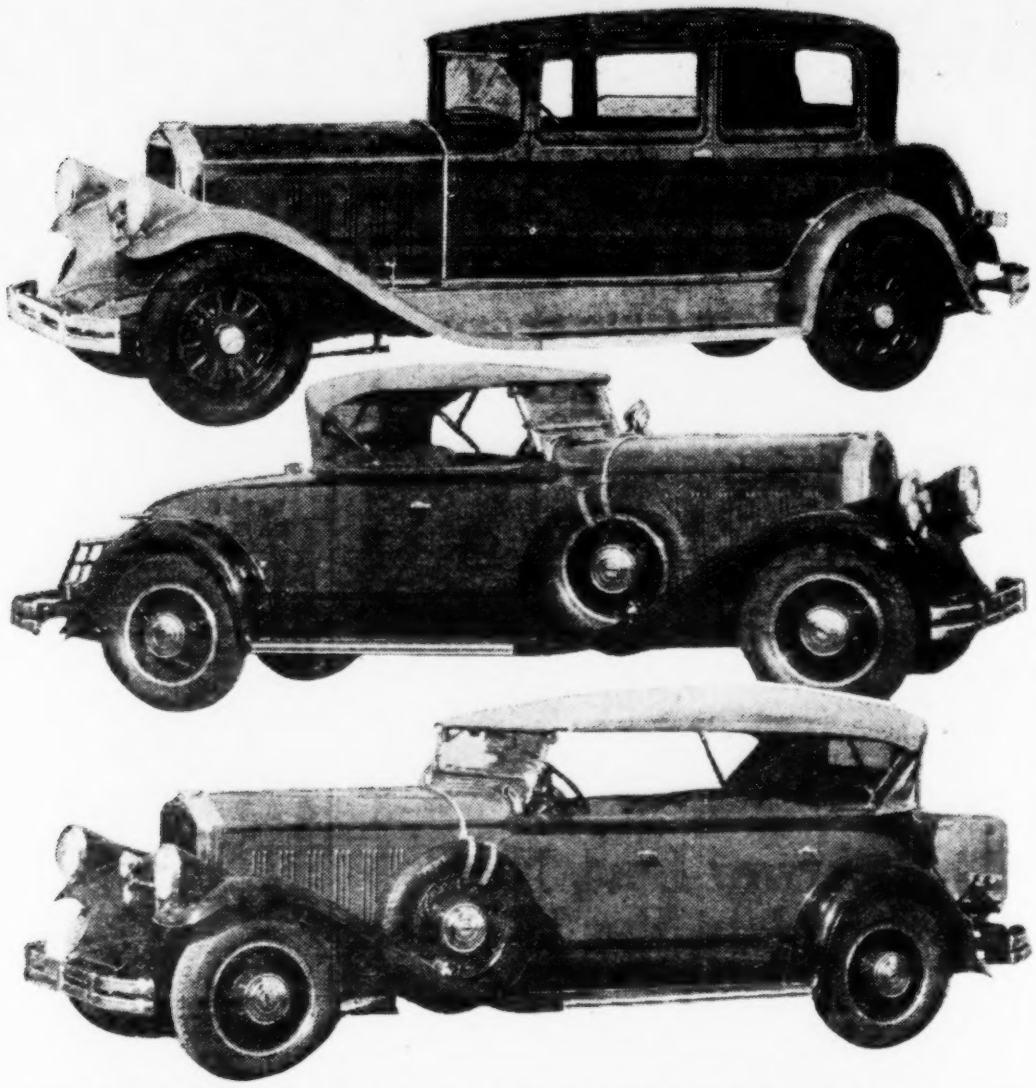
Camden, N. J., April 16.—The three months' negotiations between Public Service Co-ordinated Transport and the Philadelphia Rapid Transit Company for full control of the jointly owned Pennjersey Interstate Bus Lines is at an end with Public Service sole owner of the Pennjersey company.

Announcement of the purchase was made by both P. S. and P. R. T. affirming rumors that a sales agreement had been reached. No purchase price was made public, but it is understood that Public Service's offer was more than $2,000,000. Pennjersey lines operate over the Camden Bridge to this city and suburbs. Double-deck buses are in a majority. There are more than 100 buses on the line.

The action was the culmination of three months' struggle during which time the P. S. and P. R. T. sought for control. P. R. T. made the first bid to buy full control of Pennjersey and a counter offer was made by the New Jersey co-owners. The Consolidated Bus Company, a reputed holding company for Public Service, purchased most of the independent interstate lines, and recently secured permission to open its bus doors to interstate service in south Jersey.

The move was regarded as the deciding factor in the struggle, giving Public Service a decided advantage over P. R. T. since the "open door" buses would have cut down Pennjersey profits.

Three Popular Pierce-Arrow Models



ABOVE ARE SHOWN three interesting Pierce-Arrow models which are now available in the complete array of fourteen body types. At the top is the Pierce-Arrow straight-eight five-passenger club brougham. Center is the Pierce-Arrow roadster on the 133-inch chassis; this is the lowest price car in the line. The lower picture is the straight-eight four-passenger sport phaeton on the 133-inch wheelbase.

$2,000,000 OF N. J. GAS TAX SOUGHT BY COUNTIES

Trenton, N. J., April 16.—More than $2,000,000 will be diverted from gasoline tax receipts to aid in the improvement of county highways in a House bill, the first attempt to use the revenue derived from that source for any purpose other than state highways development for which the gasoline tax was originally exclusively proposed. The vote on the measure, introduced by Assemblyman Morrison of Middlesex, was thirty-six in favor and seven opposed.

The Morrison bill allots $100,000 to each of the twenty-one counties. The sums would be turned over to the respective Boards of Freeholders for use as they see fit upon road work. The Morrison bill now goes to the Senate, where it is said to have enough votes.

Springfield, Mass. April 16.—The Martin Trailer Company of Westfield is erecting an addition to its plant, of brick and steel. This addition is needed to provide assembly room for large trucks and semi-trailers.

Obituary Notes

HERBERT H. SIMON

Greenville, S. C., April 16.—Herbert H. Simon, 35, president of Simon-McManus, Inc., local Dodge Brothers' dealership, was killed, and his brother, Charles H. Simon, chief pilot of the Carolina Airways, Inc., was seriously injured, when their American Eagle biplane crashed near the municipal airport here last week.

Herbert Simon had the Dodge dealership here for a number of years. He came here from Atlanta with his brother in 1913 and was associated with him in the automobile business until last year, when the aviation concern was organized. He was also an official of the Carolina Airways.

Heats Both Front and Rear Compartments

Another superiority of the Kelch Ventilating Heater—a surplus of heat which allows a register to be placed in both front and rear compartments if desired. Heat may be shut off from front compartment without stopping heat supply in rear compartment.

GRAND RAPIDS METALCRAFT, CORP., Grand Rapids, Mich.

KELCH *The World's Finest Ventilating Car Heater* HEATER

SPARKS from DETROIT

Cross-Continent in 31 Hours
* * *
Wide-Awake G. M.
* * *
Shaw's Methods
* * *
Patent Rights

Fred Kingsbury—Detroit Editor

AUTOMOBILE manufacturers are showing great interest in a statement made in this city by W. Irving Glover, assistant postmaster general of the United States, to the effect that about May 1, when the new air mail schedules start, a letter posted in San Francisco will be received in New York the following day, spanning the continent in about 31 hours.

Motor car manufacturers are great users of the mails and, of recent years, have been aiding in the promotion of the air mail. This is due to the fact that they are desirous of making detailed announcements on the West Coast at the time they are made in the East.

* * *

GENERAL MOTORS is getting into the aviation business, according to Vincent Bendix, in his announcement of the merger of several large organizations into the Bendix Aviation Corporation. C. E. Wilson and Albert Bradley, both of General Motors, will be among the directors of the new corporation.

Mr. Bendix has been identified with the automotive business many years and is probably one of the best known men in the industry. The consolidation of these companies into the aircraft parts corporation is one of the biggest things that has happened in the air industry thus far.

General Motors, primarily, is maker of automobiles in practically every price class, but the corporation is not asleep, as is indicated by the enormous manufacture and sale of electric refrigerators.

The new airplane parts business is expected to result in large earnings, sharing in the rapid growth of this phase of the industry.

* * *

I RAN ACROSS R. M. W. Shaw, advertising manager for Oldsmobile, the other day, and asked him how he was going to introduce the Viking, Oldsmobile's new product. He clearly showed me that he is not given to superlatives, as he stated he was just going to bring the car before the public in a regular way.

That same day three beautiful floats loaded with "Vikings" in full regalia, and also a brass band, appeared on the streets of Detroit. The next morning there appeared on display in the main lobby of the General Motors Building a Viking sedan, and I discovered other models displayed all over the city.

I am rather doubtful if the Viking was displayed in the regular way. However, the manner in which it was introduced was very effective and reflects credit on the way Mr. Shaw operates.

* * *

THE AIRPLANE manufacturing industry evidently is headed towards the same conditions that obtained in the earlier days of the automotive business regarding patent rights.

At a manufacturers' session of the Aeronautical Chamber of Commerce in Detroit the other day, G. Sumner Ireland, vice-president of the Curtiss Manufacturing Company, declared that his company had basic patent rights which are being infringed by virtually all manufacturers. He said these rights were procured from Glenn Curtiss when the company bought him out and that these rights extend to 1933.

However, he further said that his company did not want to bring suits, but insisted that all manufacturers join in an association to form a board of arbitration to fix the amount of royalties which manufacturers should pay on ships built thus far.

The automotive industry has been through all this and, after everything had been straightened out, the business moved ahead at a rapid rate.

This is undoubtedly what will happen in the airplane business, as the great interest displayed in the Aircraft Show in Detroit during the past week indicates that it is destined to be one of the large industries in the future.

When you think of upholstery fabrics best suited for the closed car you say

CHASE Velmo

Mohair Plush at its Best

WOLVERINE TAKES LICENSE FROM AMERICAN CHAIN

New York, April 16.—Adjustment has been made of threatened infringement litigation under bumper patents on the part of American Chain Company, Inc., against the Wolverine Bumper and Specialty Company of Grand Rapids, Mich., according to an announcement by the American Chain Company. The Wolverine Company has been granted a license from the American Chain Company under its Hoover, Fageol and Lyon spring bumper patents, and is also licensed to operate under the McGregor-Girl patents on the pivot end type of bumper.

Wayne County Sales Continue Gain in April

Detroit, April 16.—That there is no apparent let-up in new car sales in Wayne county is indicated by the early returns the first nine days for April, which show a net gain of 919 over the first nine days in March. The total for this period was 3,243 cars, as compared with 2,324 cars early in March.

Ford again led the sales returns, followed closely by the combined sales of Hudson and Essex. In the individual makers, Chevrolet actually captured the second place with 489 sales, as compared with 421 for Essex alone. The combined Hudson-Essex sales, however, totaled 503.

Pontiac-Oakland in the multiple maker field captured the third place with a combined sales of 233, representing sixteen for Oakland and 217 for Pontiac. Chrysler and Plymouth combined took fourth place with 111 sales, being sixty-one for Chrysler and fifty for Plymouth. In this case, too, Buick individual sales overtopped the sales of any individual line on the aforementioned group with 103. Buick, in the individual rating, would thus rank fifth in sales.

Only two makers in the list showed losses. These were the Whippet, which fell only one below the March figure, and Reo, which showed a decline of three from the March period.

The following comparison shows the returns for the first nine days of April as compared with the first nine days in March this year.

	April, 1929.	March 1929	Gain
1. Ford	1,046	801	245
2. Hudson	82	79	3
3. Essex	421	314	107
4. Chevrolet	489	323	166
5. Oakland	16	14	2
6. Pontiac	217	104	113
7. Chrysler	61	38	23
8. Plymouth	50	27	23
9. Buick	103	80	23
10. Whippet	70	71	*1
11. Willys-Knight	25	24	1
12. Graham-Paige	91	68	23
13. Dodge	77	43	34
14. Oldsmobile	74	69	5
15. Studebaker-Erskine	74	40	34
16. De Soto	63	40	34
17. Nash	52	37	15
18. Hupmobile	47	31	16
19. Packard	43	21	22
20. Cadillac-La Salle	40	30	10
21. Marmon-Roosevelt	35	9	26
22. Reo	12	15	*3
23. Auburn	9	1	8
24. Durant	8	1	7
25. Peerless	5	4	1
26. Lincoln	1	3	2
Miscellaneous	32	48	*16
Total	3,243	2,324	919

*Loss.

UNITED STATES ARMY BUYS NINETEEN F W D TRUCKS

Clintonville, Wis., April 16.—The Ordnance Department of the United States Army has placed an order with the Washington (D. C.) branch of the Four Wheel Drive Auto Company for eighteen F W D Model H 2-ton trucks and one F W D Model H6 2-ton truck. These trucks are to go to Fort Eustis, Va., and are to be used by the 34th Infantry. The trucks are to be equipped with 36x8 inch pneumatic tires, spare tire, tube and rim, all-steel cab with side curtains, windshield wiper, air cleaner and oil filter, four tire chains, tire pump, pintle hook, and standard United States Army Class A transport body with canopy top.

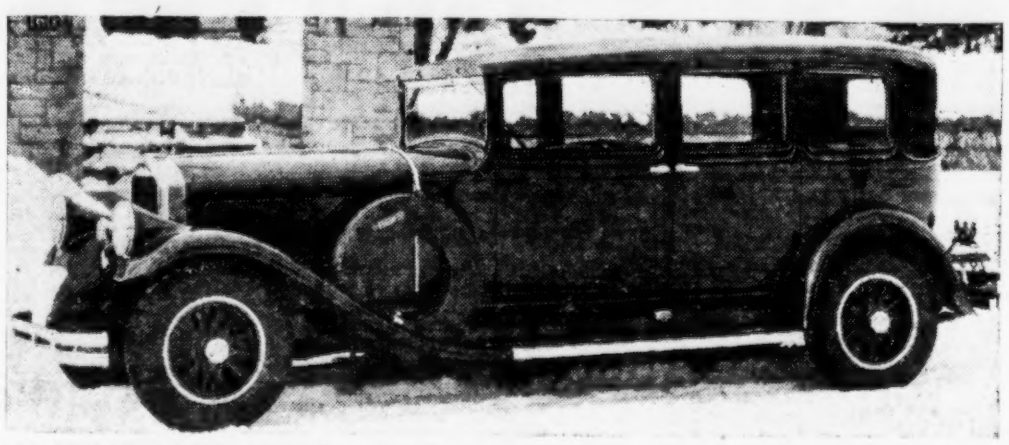
CAR OWNERS' CLUB PLANS CHAIN OF SUB STATIONS

Toronto, Ont., April 16 (U.T.P.S.).—The Automobile Owners' Association of Ontario, has revised its plan which called for the building of combined office and club rooms and instead, announces M. M. Payne, managing director, the executives have come to the conclusion that a service more convenient for the members will be provided by the erection of a chain of sub-stations in various localities.

WILLYS-OVERLAND CO. ON HIGH OUTPUT SCHEDULES

Toledo, April 16.—The Willys-Overland Company has declared the regular quarterly dividend of 30 cents on the common stock, payable May 1 to stock of record April 20. Officials report that schedule of 36,000 cars for April may have to be increased before the end of the month. John N. Willys, president, is on a trip through the West and reports sales outlook is promising.

Pierce-Arrow Enclosed Drive Limousine



THE ENCLOSED DRIVE limousine on the 143-inch chassis, shown above, is one of the show cars of the complete line which is now available at all dealers.

KROHN LAUDS INDUSTRY'S AGGRESSIVE SPIRIT; SEES RECORD YEAR IN 1929

Kansas City, Mo., April 16.—Predicting that 1929 would be the greatest year in the history of the automobile industry, Henry Krohn, general sales manager of the Hupp Motor Car Company, declared here last week that if all lines of industry were as aggressive as the automobile industry high cost of living would be a thing of the past.

Henry Krohn

Mr. Krohn was visiting here with W. C. Howard, president of the W. C. Howard Motor Company, Hupmobile distributor. He said that the aggressiveness of the industry has brought forth the maximum of advancement in automobile quality at the minimum price.

The average wage earner, he declared, is the most welcome customer of the automobile dealer as he usually buys on credit, is proud of his purchase and is reliable.

Willys-Overland Reports Record Michigan Sales

Detroit, April 16.—Deliveries of Whippet and Willys-Knight cars to dealers in the state territory were 655 cars greater than the best previous March in the history of Willys-Overland, Inc., C. H. Best, zone manager, said today.

Indications are that retail sales by Willys-Overland dealers in the Michigan territory greatly exceeded the number of cars delivered to them, because dealers' stocks decreased on an average of six-tenths of a car per dealer during the month.

Used car sales by Willys-Overland dealers during the month exceeded trade-ins by a comfortable margin, dealers' used car stocks having decreased during the month on an average of one and one-tenth car per dealer. Dealers' used car inventories decreased on an average of $352 per dealer during the month.

Retail registrations of Whippets and Willys-Knights in Wayne county during the month totaled 565 cars, or more than two and one-half times as many as were registered in March, 1928, when 210 were registered.

GARDNER EXPORTS UP 97½% IN FIRST QUARTER

St. Louis, April 16.—Actual export shipments of Gardner cars for the first quarter of 1929 increased 97½ per cent, over shipments for the corresponding period last year, according to T. F. Fowler, director of exports of the Gardner Motor Company, Inc. "The total bona fide orders on hand for the first quarter exceeded the actual shipments for the first quarter of 1928 by 161½ per cent.," said Mr. Fowler.

GILLETTE RUBBER PLANS 19,000 DAILY OUTPUT

Eau Claire, Wis., April 16.—Production of tires and tubes at the plant of the Gillette Rubber Company here will reach a daily output of 19,000 by the end of April, according to plant officials, who are now planning additions to the factory in production. The schedules call for 10,000 tires and 9,000 tubes daily.

RICHMOND MOTOR BUS LINE WILL ISSUE MORE STOCK

Richmond, Va., April 16 (U.T.P.S.).—Capital stock of the Richmond, Fredericksburg and Potomac Transportation Company, subsidiary of the Richmond, Fredericksburg and Potomac Railroad Company, and operating the new motor bus line between Richmond and Washington, will be increased from $5,000, now outstanding, to a total of $100,000, it has been announced by Norman Call, vice-president. Under its charter, the Richmond, Fredericksburg and Potomac Transportation Company has an authorized maximum capital of $300,000.

AMERICAN MACHINERY USED IN NEW SKODA FACTORY

Prague, April 16.—The Skoda Works has recently erected at Mlada Boleslav, Bohemia, a new automobile factory, equipped with modern machinery, most of which has been imported from the United States. The potential annual capacity of this factory is estimated at 20,000 cars, although in the first year or so, the actual production is not expected to reach this figure. A new four-cylinder car to sell for about $1,147 will be put in production at the plant this summer.

Pierce-Arrow Now Offering Complete Line

(Continued from Page 1)

tical dimensions, the bore and stroke being 3½ by 4¾ inches. The piston displacement is 366 cubic inches and the engine develops 125 horsepower at 3,200 r. p. m. The engines are high compression type the ratio being 5.07 to 1. No optional high-compression head is offered on these engines. The combustion chambers are of modified turbulence type.

The engine equipment includes a Stromberg carburetor, Handy oil rectifier, AC fuel filter and Delco-Remy electrical equipment. The pistons are Nelson Bohnalite with Invar metal strut. The crank shaft is 2¾ inches in diameter and is carried on seven main bearings. Gasoline is fed from the twenty gallon tank to the dual type carburetor. Cooling is through a Fedders honeycomb radiator equipped with automatically operated Pines Winterfront.

Drive is through a Long clutch, Brown-Lipe gearset, Spicer universals to a Pierce rear axle employing Hypoid gears. The steering gear is a Gemmer unit and the brakes Bendix mechanical.

R. H. GRANT OF CHEVROLET BUYS HOME IN FLORIDA

Miami, Fla., April 16 (U. T. P. S.).—R. H. Grant, vice-president and general sales manager of the Chevrolet Motor Company, has purchased a winter residence at 4730 N. Bay Road, Miami Beach.

CHAMPION

National Change Week

May 5th to 11th

A Business Builder of Proved Value

EACH succeeding year has clearly proved Champion National Change Week an outstanding event of increasing importance on the calendars of aggressive dealers.

Sales records have conclusively established its efficacy. They likewise show that Champion National Change Week has a cumulative effect on spark plug sales and consumer confidence.

Tremendous circulation in newspapers, farm papers, radio broadcasting and the leading national magazines herald the coming of Champion National Change Week. Forceful, friendly and convincing copy prepares a gigantic potential market.

Champion National Change Week is a proved builder of tremendous sales volumes. A greater market than ever before is being prepared this year. Alert and aggressive dealers cannot afford to overlook this unprecedented opportunity.

Today, as always, Champion Spark Plugs excel and outsell throughout the world.

Partial List of Publications Carrying Change Week Ads.

Publication	*Circulation*
American Weekly	5,600,000
Other Newspapers	24,690,000
Saturday Evening Post	2,902,000
Liberty	2,000,000
Collier's	1,900,000
Literary Digest	1,533,000
American Magazine	2,146,000
38 Farm Papers	9,475,000

CHAMPION SPARK PLUG COMPANY

TOLEDO, OHIO - WINDSOR, ONT.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Sunday and Monday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
350 Hudson St., New York, N. Y.
O. J. Elder, President; George M. Slocum, Vice-President; Alexander Johnston, Secretary.

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

Circulation—Net paid Average over 10,000 daily guaranteed. Member A. B. C.

WEDNESDAY, APRIL 17, 1929

ADVERTISING AND BUSINESS HEADQUARTERS

2716 Graybar Bldg., New York, N. Y. **Telephone LEXington 6388**
Harry A. Tarantous, Business Manager. J. Edward Schipper, Eastern Manager.
George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich., phone Empire 3500; Willard R. Cotton, Western Manager, 333 North Michigan Ave., Chicago, Ill., phone Central 5836; Metz B. Hayes, New England Manager, Little Building, Boston, Mass.; Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.; Philadelphia Office, 15th and Cherry Streets. **Address ALL advertising and business correspondence to 2716 Graybar Building, New York City.**

EDITORIAL DEPARTMENT

350 Hudson St., New York, N. Y. **Telephone CAN al 1000**
Alexander Johnston, Editor. L. E. Levick, News Editor.
Detroit Bureau—Fred Kingsbury, Editor, General Motors Building, Detroit, Mich., phone Empire 3500. Contributing Editor, John C. Wetmore.
Mail subscriptions to **CIRCULATION DEPARTMENT**—C. H. Wilson, Manager.
1926 Broadway, New York, N. Y. **Telephone TRAfalgar 4500**
Subscription Rates—One year, $12.00; two years, $20.00, for United States and Canada. To Foreign Countries—One year, $15.00; two years, $26.00. Single copies, 10 cents.

Copyright, 1929, Automotive Daily News Publishing Corporation.

A Buyers' Market

IN A RECENT ARTICLE by A. M. Michener of the National Bank of Commerce in New York, he makes the following statement: "So greatly has potential output been increased by the application of machinery to manufacturing that the limits of operation are now set rather by the number of customers who can be found to buy than by any difficulty in securing men and machines to make the goods. This situation has gradually transformed a sellers' market into a buyers' market. The impact of the industrial revolution has passed from the field of production to that of distribution and the problems of marketing the output of mass production have come to overshadow those of production itself."

Mr. Michener is not speaking specifically of the automobile market in this article, in fact his remarks are nowhere directed at our industry, yet his summing up of the present situation exactly hits the present position in the automotive field. At the present time the total production capacity of the automobile industry is probably 8,000,000 vehicle units per year. It might even be lifted above this number. We know that last fall motor vehicle manufacturers had laid out schedules for 1929 which would have totaled 7,000,000 units. The market that is now in sight, domestic and foreign, will not absorb 7,000,000 units. The total production this year will not run above 5,500,000, in spite of the mechanical ability of the industry to exceed this number.

If we are to reach the full production capacity of the automotive industry, distribution must be brought up to the level of production. We can count on increased sales in the export field for many years to come, but even this prolific sales area can scarcely hope to catch up with the industry's ability to produce. The domestic market seems to be about served with such additions as the natural growth of the country must bring. What is the answer? A good many pretty wise heads are seeking it, but at the moment we can only reply with the generalization "improved sales and distribution methods."

A Modern Sisyphus

ROMAN mythology invented a gentleman picturesquely known as Sisyphus, whose discouraging job was rolling a huge round stone uphill, only to have it roll down again every time that he approached the top.

The plight of Sisyphus was not much worse than that of our modern road builders in present-day America. These gentlemen bravely build roads, hoping to catch up with the demand, so to speak, and every year when they come to sum up their accomplishment, they find that more motor vehicles have been built than they have been able to provide highways for.

For instance; last year the automotive industry built somewhat over 5,000,000 motor vehicles, cars, trucks and buses. This runs in round numbers to about 400,000 vehicles per month. If we give these vehicles an average overall length of ten feet, which is ultra conservative, we find that 800 miles of vehicles are added to our total every month. This works out at something like 9,600 miles and solid miles of motor vehicles per annum. Of course any vehicle has got to have space in which to run and the actual operating mileage of new vehicles would amount to at least four or five times the 9,600 miles. Try as they will our road builders cannot produce such a mileage of new roads every year.

The answer, of course, is that we must make the roads that we build and have built more efficient so that each mile will safely and effectively carry more vehicles. One-way roads, for instance, accomplish this in many localities, which is something to remember.

New Automotive Exports Record

(Continued from Page 1)

gasoline and other finished light petroleum products, a gain of 19.4 per cent. over 1927, and 57 per cent. above the 1923-1927 average, were reported. Another record was set in exports of lubricating oils, 10,850,000 barrels shipped, representing an increase of 12.9 per cent. over 1927 and 18.6 per cent. over the five-year period.

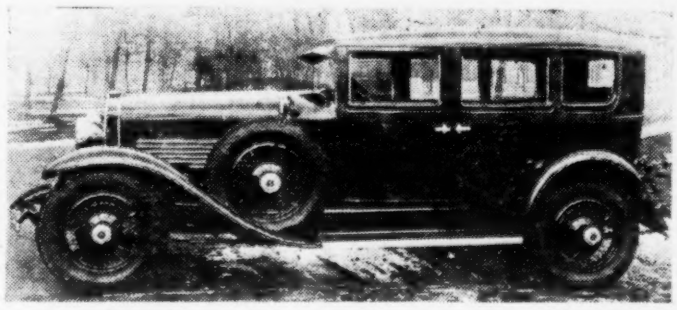
The value of the entire American export in 1928 was more than $5,000,000,000, the highest mark since 1920, continuing the upward trend started in 1922, after the depression of 1921. The Chamber of Commerce pointed out that one of the features of this country's export trade is the increasingly large proportion of manufactured merchandise. In 1928, finished products, semi-manufactures and manufactured foodstuffs constituted 68.5 per cent. of the total. Finished manufactures constituted 44.9 per cent. of the total.

American imports last year reached the lowest point in value since 1924, due mainly to severe declines in the prices of crude rubber. Total imports amounted to $4,091,000,000, which was $93,600,000, or 2.2 per cent., less than imports for the previous year.

Practically the same situation existed with regard to crude rubber importations. A record volume was imported at greatly reduced prices. With the average price for crude rubber in 1928 declining 10.6 cents a pound, imports reached the huge total of 978,107,000 pounds, or 2.4 per cent. larger than the 1927 record and 16.3 per cent. above the 1923-1927 average. The total value, $244,855,000, was 28 per cent. below that for 1927 and 25.1 per cent. lower than the five-year average.

Springfield, Mass., April 16.—The Bullock Manufacturing Association, Inc., manufacturer of tools, reports enough unfilled orders to assure the continuance of the present high rate of production for the first half year. Production and sales have run 30 per cent. ahead of last year, says Hoyt E. Battey, president.

WINDSOR WHITE PRINCE 6-77 is a new six-cylinder car being offered by the Windsor Corporation with four-speed gear set. This rounds out the Windsor line, so that four and three speed cars are now available in either six or eight cylinder types. The model below is the new 6-77 full sedan of the line, which was announced yesterday in Automotive Daily News.



ALLIED MOTOR INDUSTRIES USING MORE ELECTRICITY

Chicago, April 16.—Rapid increases in power load by the Henney Motor Company (now Allied Motor Industries, Inc.) at Freeport, Ill., have necessitated doubling of the present transformer capacity by the Illinois Northern Utilities Company, subsidiary of the Middle West Utilities Company.

BOHN ALUMINUM REPORTS GAIN IN QUARTER'S PROFIT

Detroit, April 16.—The Bohn Aluminum and Brass Corporation reports for the quarter ended March 31, 1929, net profit of $1,019,753 after charges and Federal taxes, equal to $2.91 a share earned on 350,489 no-par shares of capital stock. This compares with $818,091, or $2.34 a share on 350,000 shares in the first quarter of 1928.

Sales during the first quarter of 1929 totaled $10,306,882, comparing with $8,538,521 in the March quarter of the previous year.

SPICER RE-ELECTS DIRECTORS

Richmond, Va., April 16.—At the annual meeting of stockholders of Spicer Manufacturing Company retiring directors were re-elected.

KENTUCKY ROAD FUNDS TOTAL $13,768,683

Frankfort, Ky., April 16.—With a revenue of $13,768,683 for the fiscal year that ended March 30, the State Highway Department "liberated" in 1928 412,000 people of Kentucky who had never before had hard surfaced roads as outlets from their communities, J. S. Watkins, state highway engineer, announced here today.

Kentucky will have on April 1, 1930, a total of 4,967 miles of surfaced roads under maintenance. Revenue for road building and maintenance, Mr. Watkins said, comes from Federal aid, which gave the state last year $1,400,000; ad valorem taxes, $1,000,000; automobile license fees, $4,592,997, and gasoline tax, $6,775,666.

STEEL PRODUCTS FIRM BUYS FIVE-ACRE TRACT

Buffalo, April 16.—The Arrow Head Steel Products Company, a new million dollar corporation, has purchased a five-acre tract in Hopkins Street, adjoining the Bliss and Laughlin steel plant, and will erect a large plant at once for the production of automotive parts. A building with 50,000 square feet of floor space will be erected at a cost of more than $400,000. Three other similar units will be erected later.

IF anyone asks you whether the smaller motor car producer can survive, give him this answer.

When every woman in this country decides she is satisfied to look and act like tens of thousands of other women, live in the same kind of home and not be an individual—then everybody will go out of business except Sears Roebuck.

Edward S. Jordan
President

Jordan Motor Car Company, Inc., Cleveland

★

A GENIUS THAT HAS NEVER MET DEFEAT

★

BUDD has invented new assembly jigs, new presses, new die-making methods — Budd has solved innumerable body-building problems that automobile engineers said couldn't be solved. When Budd required a sheet of steel larger than any ever rolled before, with a finer finish and a deeper draw, Budd helped the steel mills develop machinery for rolling it. When Budd needed welding equipment different from any in existence, Budd helped the electrical industry to perfect it. These achievements have made possible the most modern coachwork on the roads today—the present Budd Body.

Some of these developments are now utilized by the entire coachwork industry. Others are still exclusive with Budd. All of them show Budd's genius for pioneering—a genius that has never met defeat.

The automotive world has not been slow to recognize this genius. Today more than ever, large manufacturers are entrusting their body jobs to Budd. They know that, with plants in Europe as well as in America, Budd offers a coachwork service unparalleled in the industry. They know that Budd can build any kind of automobile body. And they know that, no matter what type of body it may be, Budd will build it, not merely with steel and wood—*but with brains!*

The E. G. Budd Manufacturing Company, Philadelphia and Detroit. Affiliated with: The Pressed Steel Company of Great Britain; and Ambi-Budd Presswerke of Germany.

BUDD BODIES

BUDD IS THE ONLY BODY-BUILDER IN THE WORLD
EQUIPPED TO BUILD ANY TYPE OF BODY

★

MURRAY RUBBER STARTS CHAIN OF 1,000 STORES TO SELL TIRES IN SOUTH

Trenton, N. J., April 16.—C. Edward Murray, president of the Murray Rubber Company of this city, announces that the company is forming a chain of 1,000 tire stores through the South, and that it has set aside $1,000,000 to finance this chain store idea. Caldwell & Co., Nashville, Tenn., investment bankers, have charge of financing the project.

Murray products were for fifteen years distributed through a mail order concern, and had a tremendous sale in the South, according to Mr. Murray.

The entire Murray output, according to present plans, will be distributed by the chain stores. Dealers already handling Murray tires will be given the exclusive territorial sale, and where it is necessary to operate new stores they will be operated by local men. Where possible, established tire stores will be taken over.

Operation of Murray direct manufacture to consumer stores has already started in some localities.

Asheville, N. C., April 16.—The Murray Rubber Company of Trenton, N. J., will establish in the near future 150 stores in North Carolina for the distribution of its automobile and truck tires, officials of the company have announced here. Six of the stores will be in Asheville.

The new system of stores being established in the South is financed by Caldwell & Co. of Nashville, Tenn., and the National Bank of Kentucky at Louisville.

CHAIN STORES, INC., LEASES IN FLORIDA

Jacksonville, Fla., April 16.—The Chain Tire Stores, Inc., has leased the four-story building at 324-326 West Forsyth St., which will be used for Florida headquarters and general offices, according to an announcement by officials of the concern.

Robert M. Carter, formerly of United Tire Stores, is head of the Chain Tire Stores organization in Florida. It is the intention of his concern to open branches in Miami, Tampa and Orolando, Mr. Carter said. The company will distribute the Marathon and Runner line of tires and tubes.

ADDS SEVERAL LINES

Richmond, Va., April 16 (By U. T. P. S.).—A. R. Tiller, who last fall took over the Richmond branch of the Stewart-Warner Company, has taken the distribution of the Gabriel snubber and hydraulic shock absorber line in Richmond, it has just been announced here.

15 FIRMS CO-OPERATE TO GET TOURIST TRADE EARLIER IN THE SEASON

Trenton, N. J., April 16.—Dealers in tires, accessories and replacements in this city are getting ready for the tourist season and have inaugurated a combined campaign to boost sales early in the spring season.

Fifteen concerns here this week took a full page in the local papers stressing "Keep your car well equipped." The concerns are:—

Central Tire Company, Seiberling dealer; Louis Schweizer, speedometer service; Crawford's, tops and spray painting; Callan, tires; Fineburg's, tires; Joe's Tire Shop, tires and accessories; Dickinson Tire Service Company, McClaren dealer; Brock's Garage, Incorporated, Goodyear dealer; R. L. Green, machine work; Holmes, Incorporated, parts and service; DeBlois Tire Company, truck tires; Thoman's Vulcanizing Shop, tires; O. L. Johnston, Incorporated, precision cylinder grinding; Public Service Tire Shop, Michelin dealer; Van's Tire Store, Murray dealer.

Louisville, Ky., April 16.—The Central Battery Company of Evansville, Ind., with a branch at Terre Haute, Ind., recently established a third branch at 523 East Broadway, Louisville, where it will distribute and retail Willard batteries. It

Milwaukee Tire Dealers Fix Schedule on Repairs

Milwaukee, Wis., April 16.—Since organizing about three months ago the Tire Dealers' Association of Milwaukee has accomplished much good, according to H. Beach, president. For years this city had no organization, because the old association failed due to lack of aims.

This new association, however, has as members practically all of the large dealers and branches in the city, and is able to do things. The first thing that was accomplished after many long weekly meetings was the establishing of prices for tire repairs, according to the size of tire. This repair price list has now been adopted by all members of the association and is posted in each shop.

When a customer comes into a tire repair shop he can see at a glance just what a certain repair is going to cost—provided of course that he knows the number of inches the job will cover. Already the list has worked out very well and many tire dealers throughout the city want to join the association merely because of the stabilizing of repair prices.

According to Mr. Beach the Milwaukee Association will take up tire retailing problems like this, one by one and attempt to solve them. Co-operative advertising will soon be engaged in to cover a period of two or three months. A credit bureau is also being contemplated at this time. The association recently got its members to insist on a service charge of 75 cents where a dealer was called out into the city to call for a tire, repair it and bring it back. The price for out of town delivery is $2.

Goodyear Dealers From Four States at Big Dinner Meeting

Joplin, Mo., April 16.—One hundred and forty-five Goodyear Tire & Rubber Company dealers from the four-state district of Missouri, Arkansas, Kansas and Oklahoma, attended a dinner meeting here last week at the Connor hotel.

Wade Miller, southwest division manager, was the principal speaker. He described new methods of tire servicing and discussed Goodyear's activities in the air industry. A six-reel motion picture film, "Going Ahead with Goodyear," was shown at the close of Miller's talk.

D. C. Kendrick, manager of the Joplin branch, was toastmaster.

Expect Sam Small To Talk in Seattle

Seattle, Wash., April 16.—Sam Small, automotive engineer and lecturer, who has the distinction of addressing the largest craft gathering of repairmen ever held in Seattle, will be here on May 8 to 11 inclusive, according to Joe P. Cronin of P. J. Cronin Company for a series of addresses.

His last visit to the Northwest was in 1927, and it is still remembered for his effective talks and helps for the repairmen. The meeting was sponsored by the Automotive Maintenance Association of King county, and plans are to have one of the coming meetings in charge of the A. M. A.

Mr. Small is engineer with Perfect Circle Company, and is well known to the trade as Pop Small.

Associated Michigan Garage Owners in New Headquarters

Special from A. D. N. Detroit Bureau

Detroit, April 16.—The Associated Michigan Garage Owners, Inc., has opened headquarters at 202 Detroit Life Building, according to Frank Dryburgh, president.

This association was organized a few months ago by a group of garage owners and operators and embraces more than 200 members at the present time.

The purpose of the organization is to drive out the "gyp" owner and operator in Michigan.

Plan Annual Outing

Philadelphia, April 16.—The Automotive Service Association of Philadelphia will hold its annual outing in co-operation with the Boosters' Club on Thursday, June 20, at the Philadelphia Turngemeinde Country Club, Eddington-on-the-Delaware. A large attendance is expected.

RAY KAUFMAN NAMED TO N. S. P. A. COMMITTEE

Special from A. D. N. Detroit Bureau

Detroit, April 16.—Ray Kauffman, president of the Accurate Gear Company, Springfield, O., has been named by W. E. McIlroy, president of the National Standard Parts Association, to succeed T. J. Moore as a member of the merchandising and standardization committee to succeed T. J. Moore, who recently resigned as sales manager of the HiLab Company, Indianapolis, and from the N. S. P. A. committee.

BERRY TOOL AND MACHINE FORMED IN ERIE, PA.

Erie, Pa., April 16.—E. I. Berry, formerly manager of the die-casting department of the Erie Bronze Company and more recently general superintendent of the Rickert-Shafer Company of this city, and associates, have organized and incorporated the Berry Tool and Machine Company. Headquarters have been established in a building at 329 West 12th St., where the firm will specialize in the manufacture of wrenches, dies, jigs and fixtures and special machinery and equipment for the automotive trade.

Mr. Berry is president of the concern; James Cavill, secretary; A. G. Kling, treasurer, and Leo Lewis, superintendent.

GOODYEAR UNIT SALES AHEAD OF LAST YEAR

New York, April 16. — P. W. Litchfield, president of the Goodyear Tire and Rubber Company, declares that he expects the first half of 1929 to be better from the standpoint of sales and profits than the second half. He said that Goodyear's unit sales were running substantially ahead of last year, but that dollar sales, owing to the lower prices prevailing on finished goods, were not greatly in excess of 1928. Profit margin, however, Mr. Litchfield said, was quite satisfactory.

C. R. SPARK PLUG COMPANY TO BUILD SUPPLY HOUSE

Fort Worth, Tex., April 16.—The C. R. Spark Plug Company of Atlanta, Ga., has asked for articles of incorporation in Texas and will establish a branch supply house in Fort Worth, according to an announcement made by Roscoe Ady of the industrial department of the Association of Commerce.

CANTON EXIDE BATTERY PLANS NEW BUILDING

Canton, O., April 16.—The Canton Exide Battery Company has begun construction on a new two-story brick building at 409 Third St. southwest, to house one of the most complete battery plants in this section of the state. It will be ready for occupancy about May 15, officials of the company said.

Some Food *for* Thought *in this complete line of* GENERAL MOTORS TRUCKS

HERE you have the complete line up of General Motors Trucks, as they are today. *Do you know of any truck line as complete—or even comparable? Do you know of any with four famous names guaranteeing high salability? Do you know of any backed by such magnitude and power of advertising? Do you know of any backed by such progressive policies—to simplify selling by safeguarding the buyer and clarifying his problem?* Here and there General Motors Truck franchises are still available. *Wherever they are available, they represent an opportunity*—present and future—*that can scarcely be over-estimated.* It will pay you to inquire. GENERAL MOTORS TRUCK COMPANY, Pontiac, Michigan.

THE capacities given are STRAIGHT RATINGS—the simple, modern rating method that gives true capacities, based on maximum allowable total gross weights.

PONTIAC—*Powered Light Duty*

Type 1001	3,500 lbs	$625
Type 2001	8,000 "	1,015
Type 2002	8,000 "	975
Type 2003	6,000 "	895
Type 2004	8,000 "	1,085
Type 2005	8,000 "	1,045
Type 2006	6,000 "	985

BUICK—*Powered Medium and Heavy Duty*

Type 3001	10,000 lbs	$1,530
Type 3002	10,000 "	1,505
Type 3003	8,000 "	1,395
Type 3004	10,000 "	1,570
Type 3005	10,000 "	1,545
Type 3006	8,000 "	1,435
Type 3007	10,000 "	1,620
Type 3008	10,000 "	1,595
Type 3009	8,000 "	1,485
Type 4001	12,000 "	1,885
Type 4002	12,000 "	1,790
Type 4003	10,000 "	1,685
Type 4004	12,000 "	1,920
Type 4005	12,000 "	1,825
Type 4006	10,000 "	1,720
Type 4007	12,000 "	1,935
Type 4008	12,000 "	1,840
Type 4009	10,000 "	1,735
Type 4010	12,000 "	1,860
Type 4011	12,000 "	1,865
Type 4012	10,000 "	1,760
Type 5001	16,000 "	3,215
Type 5002	18,000 "	3,180
Type 5003	14,500 "	2,800
Type 5004	16,000 "	3,265
Type 5005	18,000 "	3,210
Type 5006	14,500 "	2,850
Type 5007	16,000 "	3,280
Type 5008	18,000 "	3,225
Type 5009	14,500 "	2,865
Type 5010	16,000 "	3,315
Type 5011	18,000 "	3,260
Type 5012	14,500 "	2,900

BIG BRUTE—*Powered Heaviest Duty*

Type 6001	28,000 lbs	$4,250
Type 6002	28,000 "	4,350

All of above prices, chassis only, F. O. B., Pontiac, Michigan.

A TRUCK FOR EVERY PURSE AND PURPOSE

In St. Louis

HOTEL MAYFAIR

In the center of business, theatre and shopping district—with a quiet, exclusive atmosphere and unusual features that make it decidedly *an hotel of distinction.*

400 ROOMS BATHS from $3.00

8th and St. Charles

HEISS HOTEL SYSTEM OWNERS AND OPERATORS

High Speed Transportation in the 1½ to 3 Ton Field

Like Men Have Never Known Before

. . . the creation of REO world leader in *High Speed, Low Upkeep Commercial Transportation!* The most efficient 1½ to 3 ton trucks ever put on the road!

THE speed of the world-famous Speed Wagons, the amazing endurance, low operating cost and almost unbelievable flexibility now built into 1½ to 3 ton Speed Wagons—offer heavy haulage like American Industry has never known before.

Everything Reo—world leader in high speed, long life commercial transportation—knows has been built into these remarkable models.

And that is all that need be said, we believe, of any commercial vehicle, to make thinking men see it, consider it, compare it BEFORE buying any other truck in its field.

Reo Gold Crown Engine

These new Reo Speed Wagons are powered by the Reo Gold Crown Engine to meet the requirements of today's rapidly changing traffic conditions—an engine that accelerates and holds the pace in traffic set by the newest passenger cars. Chrome nickel cylinder block—the longest wearing cylinder material known today. Tests show that this newly developed alloy limits the settling of valve seats due to pounding to only one-seventh the amount of the conventional close grained iron. 7-bearing crankshaft. Full pressure lubrication. High power at low engine speed. Many other features that result in amazing power, flexibility and economy.

Eight wheelbase sizes—from 134 to 179 inches—in tonnage capacities of 1½, 2 and 3 tons. 4-wheel, 2-shoe, internal hydraulic brakes. Magazine chassis lubrication. Air-cushioned seats. And full equipment. Priced from $1,295 to $2,240—F. O. B. Lansing, Michigan.

1½-ton Reo as used for past year by Lansing Ice & Fuel Co., Lansing, Mich.

Telephone your Reo dealer. He will be glad to send a Reo transportation specialist who will prove these facts. Reo Motor Car Company, Lansing, Michigan.

Reo Junior and Tonner Speed Wagons for ½ and 1-ton service

The same remarkable flexibility, speed, economy of operation, and value that distinguish the new Speed Wagons for the heavier field are also built into the Junior and Tonner Speed Wagons for half-ton and ton service. Models ranging from 115-inch to 138-inch wheelbases. All the equipment features of Speed Wagons for heavy duty. Chassis priced from $595 to $1,075—F. O. B. Lansing, Michigan.

SPEED REO WAGON

World-Leader in High Speed, Low Upkeep Commercial Transportation

HERE is another of the striking Speed Wagon advertisements that are bringing an ever increasing stream of interested, *buying* prospects into Reo dealer's salesrooms.

This campaign is appearing in leading newspapers throughout the country. It also appears in 4 colors in the Saturday Evening Post.

The Reo franchise affords double profit possibilites to dealers—Reo Flying Clouds for the pleasure car field—and Reo Speed Wagons sized to handle 93 per cent of all commercial hauling needs. Year 'round sales that smooth out peaks and valleys of sales records. And sold with a high percentage of non-trades.

Write or wire for information on open territory, and facts about Reo's generous dealer franchise. All inquiries will be treated as confidential.

REO MOTOR CAR COMPANY, *Lansing, Michigan*

Note to Retail Salesmen ~

Reo Salesmen are making money, saving money and becoming prosperous. The earnings of G. B. of Ill., for 12 months were $6,724.00. W. E. S. of Pa., averaged $420.00 per month in 1928 selling Flying Clouds only. C. E. of Okla., received $6,639.00 the first 11 months of 1928 for selling both Reo Cars and SPEED WAGONS. J. N. of Mo., sold 49 new cars and 27 used cars in 11 months. F. C. M. has averaged $5,750.00 annually the last several years. Your local Reo dealer or distributor may have an opening for you. See him and discuss the possibilities.

Latest Engineering News of the Industry

New Light Cast-Steel Dual Wheel

Hub Is Cast in Unit With Spokes, Rim Is Separate

Special from A. D. N. Detroit Bureau

DETROIT, April 16.—The manufacture of a new cast steel dual wheel has just been started by the Michigan Steel Casting Company of Detroit. This wheel is a light design, all hubs being cast integral and there is a separate holding for each rim. It is easy of access for valve stems, gives maximum ventilation and is furnished with a cast steel brake drum. Officials of the company say its design permits a very much lighter drum than is now being used.

The wheel was designed by E. A. Nelson, who was formerly with the Budd Wheel Company and Motor Wheel Company. L. L. Kinstler is manager of the wheel division.

The brake drums of special design are also of cast steel. This design permits a reduction in weight. Their application to the wheel at the wheel web gives a solid, reinforced mounting. This also makes possible a material reduction in brake drum weight.

Thorough ventillation is claimed to be an outstanding feature of the Nelson Dual. The absence of the usual felloe gives a direct air contact with the rim. Tire heat is liberated in a direction which is usually an area of severe heat accumulation. Little if any, of the

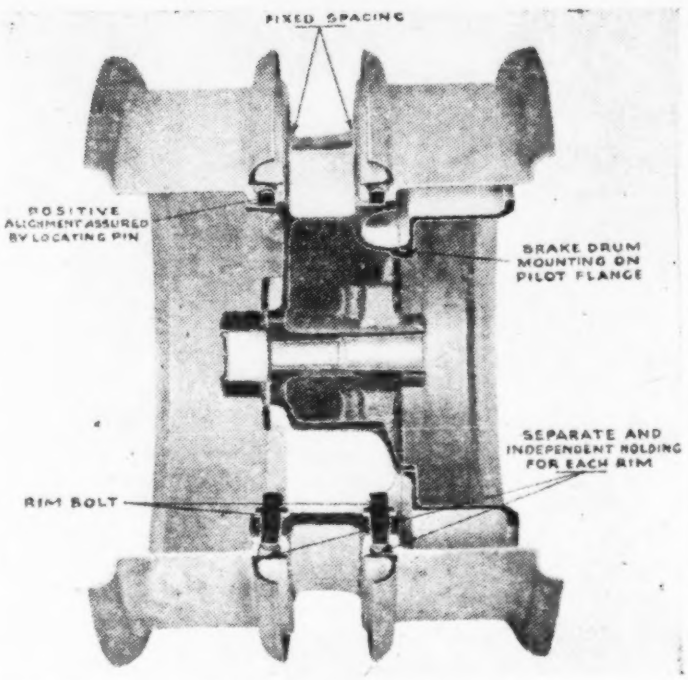
EXTERIOR NEW Michigan Dual Wheel

heat generated in braking can be transmitted to tires. Air circulates without restriction about the drums.

Their attachment at periphery of the wheel web provides an exceptionally large radiating area. Both wheel and drum are radiating mediums. Overheating even under the most severe braking conditions is said to be practically impossible.

When desired the dual may be mounted as a single. No extra parts are required. The reversal of the rim giving the single mounting which in all cases tracks with the front wheels.

This feature is of importance where service imposes extreme variables in road conditions. It makes possible the use of a single truck unit for both fast express hauling and slower heavy trucking service. The speed with which the change-over can be made is said to be such that it ties up the truck for a period no greater than a tire change.



NEW MICHIGAN Steel Casting Company cast steel dual wheel with novel features.

BORST ENGINEERING CO. HAS NEW SHACKLE

Buffalo, April 16.—Production on a large scale is planned by the newly incorporated Borst Engineering Company, which will market a patent "cushion" automobile shackle, designed by A. J. Borst, Jr., president of the new company.

The inventor says of the new shackle that it is "the adoption of a shackle especially constructed to give shock-absorbing qualities to the motor car, emboding the use of resilent and elastic rubber replacing the metal in the ordinary shackle." The new device is claimed to be easy of adjustment and to eliminate the necessity of oiling or greasing.

SKF INDUSTRIES MOVES ITS DETROIT QUARTERS

Detroit, April 16.—SKF Industries, Inc., announces the removal of its Detroit office to its new building to accelerate and improve its service in distributing SKF and Hess-Bright ball and roller bearings in Michigan. The new quarters are located at 2820 East Grand Boulevard.

PLAN SERVICE SHOP

Austin, Minn., April 16.—The Anderson Service Company has purchased property and will build an automobile service shop, according to Francis Anderson, proprietor. The Anderson Service Company operates several similar automobile shops at Rochester and Spring Valley, Minn., but this will be the most complete and elaborate plant in the chain.

SHERMAN MOTOR PRODUCT OFFERS PROTECTOR LINE

With all the attention being given the automotive ignition due to the high compression motors, the question of ignition protection has come into prominence. Many various forms of protectors have been on the market for some time and new ones are being announced from time to time. These are all straws indicating the present trend and as such are interesting.

Among the various manufacturers, Sherman Motor Products, Inc., New York, offer a complete line of hoods, each one of which is designed, the manufacturer says, to perfectly protect specified distributor, coil or spark plug. Sherman hoods carry an unconditional guarantee and are being used by the Checker Cab Manufacturing Corporation as original equipment and are being sold by many car dealers and ignition service stations throughout the country.

An important announcement regarding a new hood, which has been designed and worked out in conjunction with some of the best known automobile manufacturers by the Sherman Company, will be released as new car models from these manufacturers are announced.

FISK BRANCH OPENS

Columbus, O., April 16 (U. T. P. S.).—The Columbus branch of the Fisk Tire Company is now completely housed in its new quarters at 87 North 4th St., which permits the branch to stock all sizes and types of tires and tubes in sufficient quantity to take care of the needs of the Columbus territory.

TODAY'S NEW CAR REGISTRATION REPORT FOR MARCH, 1929

These Returns are carried in Automotive Daily News from day to day as received up to hour of publication. Recapitulation of these daily reports is published every Thursday

Figures in this table are from R. L. Polk & Co. of Detroit, with the exception of Illinois, which are supplied by the Robinson Advertising Service, Springfield, Ill., and New Jersey, which are furnished by the New Jersey Motor List Co., New Car Division, Trenton, N. J. Readers desiring county, city or town lists, or lists of owners in any given section, may obtain these by addressing any of these three companies.

States	Auburn	Black Hawk	Buick	Cadillac	Chevrolet	Chrysler	DeSoto	Dodge	Durant	Elcar	Erskine	Essex	Ford	Franklin	Gardner	Graham-Paige	Hudson	Hupmobile	Jordan	La Salle	Lincoln
N. Dakota			15		217	12	12	37	25		3	39	334	1		8	5	2			
S. Carolina			47	3	677	29	19	42	5		2	59	1034	3		9	34	11		2	
Utah			28	2	394	20	16	67	77		3	97	544	1		34	17	6		2	2
Wisconsin	17		174	6	1234	69	44	180	40		14	380	1450	5	4	90	145	19		11	2

States	Locomobile	Marmon	Nash	Oakland	Oldsmobile	Packard	Peerless	Pierce-Arrow	Plymouth	Pontiac	Reo	Roosevelt	Stearns-Knight	Studebaker	Stutz	Viking	Whippet	Willys-Knight	Windsor	Miscellaneous	Totals
N. Dakota		5	16	6	21	3			27	53	1			12			70	8		8	940
S. Carolina		4	15	19	31	7			39	121	6			9			67	3			2297
Utah		5	32	5	16	11		1	17	67	4			32	2		62	17		3	1586
Wisconsin		10	200	58	195	14	6	1	90	336	14		2	108	5		316	57		44	5340

TODAY'S NEW CAR REGISTRATION REPORT FOR FEB., 1929

States	Auburn	Black Hawk	Buick	Cadillac	Chevrolet	Chrysler	De Soto	Dodge	Durant	Elcar	Erskine	Essex	Ford	Franklin	Gardner	Graham-Paige	Hudson	Hupmobile	Jordan	La Salle	Lincoln
Oklahoma	9		262	7	1662	105	50	404	50		18	181	2943	9	1	46	55	37		14	3

States	Locomobile	Marmon	Nash	Oakland	Oldsmobile	Packard	Peerless	Pierce-Arrow	Plymouth	Pontiac	Reo	Stearns-Knight	Studebaker	Stutz	Whippet	Willys-Knight	Windsor	Miscellaneous	Totals
Oklahoma			2	120	70	97	25	6	4	122	276	24		43	3	623	39	2	16	7328

TODAY'S NEW COMMERCIAL CAR REGISTRATION REPORTS FOR MARCH, 1929

These returns are carried in Automotive Daily News from day to day as received up to hour of publication. Recapitulation of these daily reports is published every Friday

Commertial Car Registrations do not include buses.

States	Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Fargo	Federal	Ford	G. M. C.	Indiana	International	Mack	Pierce-Arrow	Relay	Reo	Republic	Rugby	Sterling	Stewart	Studebaker	Whippet	White	Willys-Knight	Yellow	Miscellaneous	Totals	States
N. Dakota			68		8		2	56	10		62		1		6		1				2				10	226	N. D.
Utah			61		11	1		108	3		13	3			4		2			1	1	4			1	213	Utah
Wisconsin			366	18	46	4	13	355	20		66	3	2	1	14			7	7	5	5	7	1		22	962	Wis.

Albany District Reports Big Gain In Employment

(Continued from page 1)

the spinning mill is placed at $500,000, reflecting the great growth of the firm which started its business here with a few hands several years ago. The Buffalo plant is also running at capacity filling spring orders, which are expected to exceed all previous high production marks.

Reports from Clark Mills show the Hind & Harrison Plush Company augmenting its working force in several departments to take care of the increasing volume of spring business for upholstery linings from automotive consumers. The firm is turning out several new lines which are keeping the firm operating at top speed in meeting the constant demand.

The Powell Muffler Corporation, Utica, will start operations this week in the knitting mill on Broad Street recently purchased from the Frisbie & Stansfield Knitting Company. Alterations have been completed and the new factory is all ready for initial operations. About 200 additional workers have been recruited and the new plant will allow an increase of about 50 per cent. in the making of high grade car mufflers.

Construction of new plant additions to the Ludlum Steel Company, Watervliet, is nearing completion and the firm plans to start operations in the new structures early in the coming summer. Alloy steel especially adapted for use by automobile manufacturers will be turned out in large quantities in the new plant additions.

MOTOR PRODUCTS EARNS $932,474 FOR QUARTER

Detroit, April 16.—Motor Products Corporation reports for quarter ended March 31, 1929, net profits of $932,474 after charges and Federal taxes, equivalent after allowing for dividend requirements on 30,614 no-par shares of $5 preferred stock outstanding on December 31, last, to $6.86 a share on 130,406 no-par shares of common stock. In previous year, company did not issue a quarterly report for this period.

Income account for quarter ended March 31, 1929, follows: gross profit from operation $1,269,445; other income $22,416; total $1,291,861; selling, administration and general expenses $137,233; depreciation $94,164; Federal taxes $128,000; net profit $932,474.

CHECKER CAB EARNINGS IN FIRST QUARTER $1,792,669

New York, April 16.—The Checker Cab Manufacturing Corporation reports net earnings for quarter ended March 31, 1929, of $1,792,669, after charges and taxes equal to $4.78 a share on 375,000 shares of stock outstanding, which compares with $205,611, equal to 54 cents a share on basis of present outstanding stock in first quarter of 1928.

NEBRASKA TAXI FIRMS MUST TAKE INSURANCE

Lincoln, Neb., April 16.—Gov. Weaver has signed a bill which provides that taxicab companies cannot operate until they file a liability insurance policy of $10,000 with the Nebraska railway commission. The bill applies to persons leasing taxicabs.

Foreign Trade Opportunities

Washington, D. C., April 16.—Foreign automotive trade opportunities just announced by the automotive division of the Bureau of Foreign and Domestic Commerce of the Department of Commerce are listed below.

Additional information may be obtained from the bureau and its district and co-operative offices by duly registered firms or individuals upon written request, giving the opportunity number.

37398—Montreal, Canada; agency for automobile accessories.

37399—Alexandria, Egypt; purchase and agency for automobile accessories.

37403—Milan, Italy; agency for automobile accessories.

37470—Tenerife, Canary Islands; purchase for automobile accessories.

37405—Luebeck, Germany; agency for automobile accessories and parts.

37427—Tallinn, Estonia; agency for automobile accessories and parts for all makes of automobiles.

Emerson Resigns Yellow Truck to Open Own Office

P. L. EMERSON

Chicago, April 16.—P. L. Emerson has resigned his activities with the Yellow Truck and Coach Manufacturing Company and opened offices in the Madison Terminal Building, where his efforts will be confined to transportation engineering activities in the commercial transportation field.

A veteran of the automotive industry, Mr. Emerson has had a successful career with Reo and Olds. Four years ago he joined John Hertz of Chicago with the Yellow Cab Manufacturing Company, where he was director of sales and advertising, and when this company merged with General Motors as a subisdiary, he became the general sales manager for General Motors Truck.

Due to his home being in River Forest, Ill., and his desire to successfully put over a branch for the company, he took the managership of the Chicago branch for this company. Having accomplished his purpose, Mr. Emerson has opened his own office. He will devote his time to the analysis for national concerns of their commercial problems and delve quite heavily into the new phase of motor trucking which comes under the category of truck rental operations.

DURANT IN RADIO ADDRESS

New York, April 16.—W. C. Durant addressed an audience of 35,000,000 over the Columbia Broadcasting System last night at 11 o'clock, when he spoke here from WABC on the Federal Reserve Board. It was his first appearance before the microphone since he made his radio "debut" three years ago in California.

ERNEST H. MILLER, president of the Yellow Taxi Corporation of New York, whose election as president of the newly formed Parmelee Transportation Company was announced in the Automotive Daily News Saturday. The new company has arranged to acquire a controlling interest in the Parmelee Transfer Company, the Yellow Taxi Corporation, and a substantial interest in the Chicago Yellow Cab Company, and will operate a large fleet of cabs in the principal cities of the country.

Aluminum Reports March Best Month With 65% Increase

(Continued from Page 1)

Chevrolet piston replacements, and demand for castings has compelled us to make plans for increasing the capacity of our permanent mold casting foundry 60 per cent.

"With five warehouses located in strategic points and others in contemplation, we hope within the next ninety days to be able to keep production and sales on an even basis. Our present warehouses are located at Chicago, San Francisco, New [illegible] company has a branch office at Detroit and rapidly is expanding its export sales agencies with the idea of quick distribution in all foreign territory.

"With the purchase of the Diamond Motor Parts Company at St. Cloud, Minn., we will enter into the manufacture of parts on an extensive scale for export overseas. The Diamond company is one of the largest parts manufacturers in the country, and by installing our methods of production and distribution we expect to double the volume during the present year. With our St. Cloud plant turning out many of the parts used in automobile manufacture and our Cincinnati plant ranking as the largest manufacturer of aluminum alloy replacement pistons and aluminum alloy castings in the country, we look for an unusually prosperous year."

The deal for the Diamond Motor Parts Company, which was closed last week, involved an outlay of more than $1,000,000, the plant, equipment and inventory representing an initial investment approximating $3,000,000.

VIKING EIGHT MAKES BOW TO METROPOLITAN PUBLIC

New York, April 16.—The Viking V-type eight made its bow to the metropolitan motoring public here this week, at the Oldsmobile showroom in General Motors building and in the various branches throughout the district. Large crowds of people came to the Olds showrooms to view this newest product of General Motors, and the greeting which the new car got was satisfactory evidence of a remarkable acceptance.

SERVEL EARNS $176,478 AGAINST LOSS YEAR AGO

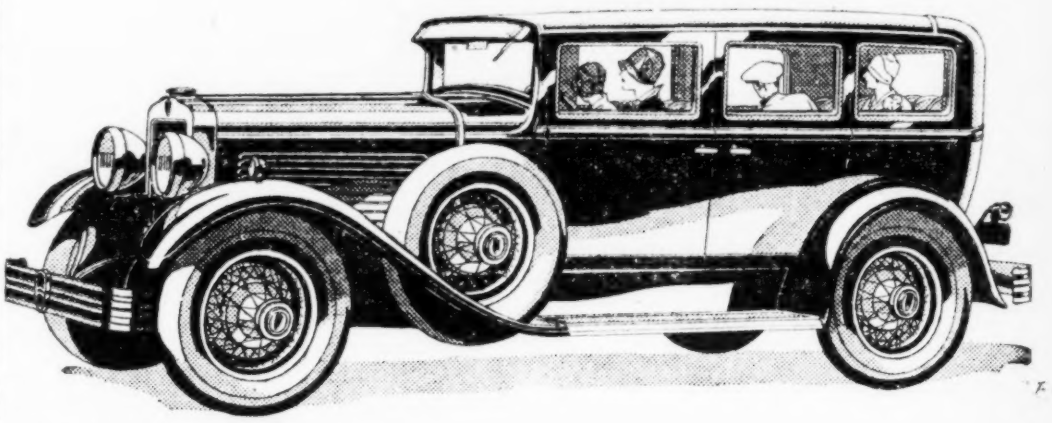
New York, April 16.—Profit of Servel, Inc., for quarter ended March 31, 1929, was $176,478 after interest charges, comparing with loss of $160,441 in first quarter of 1928. Capital stock on December 31, 1928, consisted of $4,230,000 7 per cent. preferred and 1,150,530 no-par shares of common.

January profit before interest charges was $26,861, comparing with loss of $50,119 in January, 1928. February profit was $57,016, against loss of $58,632 in February, 1928, and March profit before interest was $123,306, as compared with loss of $6,000 in same month of 1928.

OMNIBUS CORPORATION NET FOR 1928 IS $879,840

New York, April 16.—Report of the Omnibus Corporation for the year ended December 31, 1928, shows net income of $879,840, after expenses and taxes, equivalent after 8 per cent. preferred dividends to 27 cents a share on 625,385 no par shares of common stock. This compares with $948,914, or 38 cents a share on 625,293 shares outstanding in 1927.

Why *dealers* are flocking *to* PEERLESS



The New ... Six-61 $1195

8236 orders in a single day at the New York Show.

71 dealers and distributors at the Chicago Show. 137 in the first two months.

Trainload shipments leaving for individual distributors all over America.

Production at a rate *never* before equalled by the Peerless factory.

The biggest first quarter in Peerless history.

Write, wire, or phone for details of the Peerless franchise.

PEERLESS MOTOR CAR CORPORATION
Cleveland, Ohio

Six-61 Roadster and Coupe $1195 · Victoria $1245, Sedan $1295
Six-81 $1595 and up · Straight Eight-125 $2195 and up
Bumpers extra on Standard models · Wire wheels at slight extra cost
(All prices at factory)

PEERLESS

Financial News of the Automotive Industry

The A. D. N. Analyst Looks Them Over

IN this department will appear daily an analysis of one or more companies in, or closely allied to ,the automotive industry, covering the past history, present condition and future prospects of the companies so analyezd. It will be the purpose of the A. D. N. Analyst to deal with the smaller and less known manufacturing concerns, as well as with those more prominent, thereby giving analyses not to be found elsewhere. Readers who preserve their issues of Automotive Daily News will, through this department, build up a valuable fund of information about the financial standing of companies in the industry.

BIFLEX PRODUCTS COMPANY

PURCHASE of 80 per cent. of the common stock of the Biflex Products Company by the newly organized General Spring Bumper Corporation was recently announced. Biflex will, however, retain its corporate identity.

Acquisition of Biflex will greatly strengthen the General Spring and Bumper, which, before its incorporation recently was the C. G. Spring and Bumper Company. The Biflex plants are all at capacity, with many divisions on twenty-two-hour daily shifts and some working twenty-four hours a day. While its principal product is the Biflex cushion bumper, it manufactures other automobile accessories.

The Biflex Company was organized in 1921 under the laws of Delaware, to succeed a corporation of the same name, which had been incorporated in Illinois in 1919. It was only last year that it acquired the L. P. Halladay Company.

The Biflex plants are situated in North Chicago and Decatur, Ill., the total floor space being 225,000 square feet.

While income statements are not available, Biflex has profited, and its financial condition is strong. On the basis of the last available balance sheet, the current assets totaled $907,109, as against total current liabilities of $164,577, the ratio in favor of the assets being more than five to one. The net working capital was $742,532. The book value of the common stock, after deducting $192,000 in patents, amounted to $702,578, or $12.61 per share on 55,694 shares.

The capitalization consists of 5,000 shares of $100 par 7 per cent. cumulative preferred stock authorized, with 4,469 shares outstanding. The authorized common shares amount to 100,000 of no par value, the outstanding being 55,694 shares. Of the authorized common, 35,000 shares are reserved for conversion of ten-year 6 per cent. notes. This funded debt is for $700,000, and is due in 1937. Each $1,000 bond is convertible into fifty shares of common stock.

The preferred stock is preferred as to assets and dividends of 7 per cent. annually, cumulative from April 1, 1924. The preferred is redeemable on any dividend date on thirty days' notice, at 103 and dividends, if called before 1930; at 105 and dividends up to 1935 and 107½ after 1934. The annual cumulative sinking fund beginning in 1925, amounts to $25,00, or 10 per cent. of net earnings after preferred dividends, whichever sum is the greatest.

Dividends have been paid regularly on the preferred stock since it was issued, but none have been paid on the common.

President of the company is W. G. Pancoast, and the headquarters is at North Chicago.

The General Spring Bumper Corporation, which now controls Biflex, was incorporated in February of this year to take over the assets and business of the C. G. Spring and Bumper Company, which was incorporated in Delaware in 1920 as the C. G. Spring Company. It discontinued the manufacture of springs in 1922 and turned its attention entirely to bumpers. Its customers include several large manufacturers of automobiles. It has since its inception absorbed, in addition to Biflex, the Kalamazoo Spring and Axle Company and the United States Auto Bumper Company.

Officers of General Spring Bumper Corporation are: Claire L. Barnes, president; C. D. Allington, vice-president and treasurer, and M. C. Mason, secretary. The same are directors. The general offices are in Detroit.

Following is a pro forma balance sheet, as of December 31, 1928, as reported to the Chicago Stock Exchange, giving effect to the organization of the General Spring Bumper Corporation, the acquisition of the C. G. Spring and Bumper Company, the Biflex Products Company, and the issuance of 77,457 shares of Class A convertible preference no par stock and 89,500 Class B common stock:—

Assets—	
Land, bldgs., eqp., etc.	$1,877,544
Lic., agreements, pats., etc	1
Invest. in sub. cos.	326,237
Prop. not in use	17,721
Imp. to leased prop.	7,652
Supplies	3,820
Prepayments	32,741
Pers., misc. accts. & adv.	11,389
Current Assets—	
Cash	333,427
Notes & accts. rec. (less rec.)	849,634
Inventories	420,513
Total cur. assets	$1,603,574
Total assets	$3,882,679
Liabilities—	
†Cap. stk. & surp.	$3,391,695
Current Liabilities—	
Accts. pay.	473,275
Accruals	17,709
Tot. cur. liab.	$490,984
Total liab.	$3,882,679
*Net wkg. cap.	$1,112,590

*Based on current assets and current liabilities as above.

†Represented by 77,457 shares of class A cumulative convertible preferred and 89,500 Class B common, both of no par value.

This balance sheet indicates total book value of $3,391,695 applicable to the 77,457 no par Class A shares, of $43.78 per share.

LOS ANGELES WESTERN AUTO SUPPLY EARNINGS

Los Angeles, April 16.—Net profits of the Los Angeles subsidiary of the Western Auto Supply Company, accessory store chain, for the year closed December 31, last, were equivalent to $1.28 a share on the 307,834 shares of common stock after payment of dividends at the rate of 8 per cent on 84,970 shares of $10 par value preferred stock, it was announced recently. Dividends of 80 cents a share were paid on the common stock during the year.

Gross sales of the subsidiary aggregated $14,147,115.

STOCK TO BE INCREASED BY MARTIN & SCHWARTZ CO.

Buffalo, April 16.—The Martin & Schwartz Company of Buffalo, manufacturer of pumps and other equipment for gasoline filling stations, has arranged to increase its capital to 20,000 shares of $25 par preferred and 50,000 shares of common of no par. The company declared a dividend of $12 a share on the old stock for 1928. Philip H. Gerner, Stanley G. Falk and Walter M. La Plante, Buffalo bankers, have been added to the directorate. The Buffalo company recently opened branches in San Francisco, Cleveland and St. Louis, and will open another distributing agency shortly in Pittsburgh.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK CURB MARKET

Sales		High	Low	Last	Net Chge.
	Auburn Auto.	No sales today			
600	Bendix Corp.	141	137	137	—3
	Bohn Alum	No sales today			
	Borg-Warner	No sales today			
500	Briggs & Str.	34¾	34½	34½	...
300	Budd Ed	47½	46	46	—3⅞
200	Bullard Co.	47⅝	47⅝	47⅝	— ⅝
400	Caterpillar T.	73¼	73	73	— ¼
2300	Checker Cab.	78	77	77	...
6500	Cities Ser.	117	116⅝	116⅞	+ 5⅛
	do pf	No sales today			
200	C Di Fibre	30⅛	29⅞	29⅞	+ ⅜
400	Doehler D C	35	34⅞	35	...
2100	Durant Motor	13⅞	13⅛	13½	— ⅛
	Fageol Motor.	No sales today			
	Fedders	No sales today			
	Fed Mogul	No sales today			
	Fiat	No sales today			
	Firestone	No sales today			
	do pf	No sales today			
	Ford Canada.	No sales today			
400	Ford. Ltd	19	18⅛	18⅜	— ⅛
200	Franklin Mfg.	36¼	36¼	36¼	+ ⅜
	Gen T & R	No sales today			
	Greenfld T&D	No sales today			
	Hall Lamp	No sales today			
	Hennes	No sales today			
	Hood Rubber	No sales today			
	India Tire	No sales today			
100	Isotta Fras.	12⅛	12⅛	12⅛	— ¼
	Jaeger	No sales today			
100	Lakey	31½	31½	31½	—1⅝
	Marvel Carb.	No sales t oday			
	McQuay Nor.	No sales today			
200	Nat Rub Ma.	31	31	31	+ ⅛
100	Pars Cab.	29⅝	29⅝	29⅝	+ ⅜
200	Perfect Circle	49	45½	49	+ 4
	Pines W F	No sales today			
	Pitts Pl Glass	No sales today			
100	Raybestos	77	77	77	+ ½
	Rey MT ctfs.	No sales today			
	Rolls-R Am.	No sales today			
	Ross Gear	No sales today			
200	Safe-T-Stat	32⅛	32⅛	32⅛	...
	Selberling	No sales today			
3200	Serv-el, Inc.	19¼	18⅝	18⅞	— ½
	Sparks With.	No sales today			
1200	Stutz Motor	17½	15⅛	17	— ⅞
300	Thermoid Co.	30¾	30½	30½	— ¼
500	Thomp Prod	52½	53	53	...
800	Timken D A.	25⅜	25	25	...
	Triplex	No sales today			
	U S Asbestos	No sales today			
	Watson, J W.	No sales today			
	Wayne Pump.	No sales today			
100	West Auto	51⅛	51⅛	51⅛	...
400	Wire Wheel	28¼	28	28	— ½
300	Yellow T NY.	31⅞	31½	31⅞	...

CHICAGO

Sales		High	Low	Last
50	Acme Steel	90	90	90
1150	Allied Products A.	67¼	65½	66
1400	Auburn Auto	175	173	174
11400	Bendix Corp.	140½	135	135
400	Borg-Warner	125	122	122½
100	Briggs & Strat.	34⅞	34⅞	34⅞
400	Brown Mfg. Co.	48	45	48
150	Chi Yellow Cab.	33	33	33
1150	Gen Spring B A	47½	46	47
2850	Houdaille Hersh A	46¼	44	44
1650	do B	45¾	43¾	43¾
200	Jackson Motors	28⅜	28	28
50	La Salle Exten U.	3⅞	3⅞	3⅞
100	Midland Stl Prod.	100	100	100
950	Mohawk Rubber	59⅞	58	58
800	Muncie Gear B	17	17	17
100	Perfect Circle	50	50	50
200	Pines Winterfront.	175	175	175
150	Ross Gear	50	50	50

CLEVELAND

Sales		High	Low	Last
4	Firestone 6s pf.	109	109	109
8	do 7s pf.	109	109	109
250	Geometric Stamp.	37	36	36½
38	Jaeger Mach	36¼	36¼	36¼
30	Miller Rubber pf.	76	76	76
230	Mohawk Rubber	59⅞	59	59
130	Packard Electric	40½	40¼	40½

DETROIT

Sales		High	Low	Last
385	Detroit Motor Bus	8	8	8
100	Federal Screw	67¾	67¾	67¾
1251	Ford A	50	49¼	49¼
314	Gen S & B A	47	46½	46½
1162	do B	45¾	45	45¾
165	Grand Rapids Mt.	13¼	13¼	13¼
320	Hutto Eng	30	30	30
150	Jackson	28	28	28
275	Michigan Steel	101⅞	101½	101½
100	Musk P R	56	56	56
100	Motor Wheel	42¼	42¼	42¼
700	Timken Detroit Ax	25	24¾	24¾
1032	Will Rich B	43½	42¾	42¾

Rubber Prices

New York, April 16,—Offerings from the restless element in the speculators' row on the local Rubber Exchange yesterday gave the market a heavy tone for a time, but absorption on the part of prominent trade interests steadied it before the close.

Trading was rather slow throughout the session and sales for the day totaled 417 lots, or 1,042½ tons, as against 317 lots on Saturday. Eleven transferable notices were issued, bringing the total to 73. Closing prices were unchanged to 20 points down.

Standard grades declined slightly on the outside market with May and June arrivals falling below the 22-cent limit to offer at 21⅞ cents. Slightly improved interest was displayed by factories, while dealers seemed more inclined to listen to bids.

RUBBER EXCHANGE OF NEW YORK

	High	Low	Closing Apr. 15	Closing Apr. 13
April	....	....	*21.30	21.40
May	21.70	21.60	21.50a	21.60
June	....	....	*21.80	21.90
July	22.30	22.00	†22.00a	22.10
August	....	....	*22.20	22.30
September	22.50	22.30	†22.30	22.30
October	....	....	*22.40	22.50
November	....	....	*22.50	22.70
December	22.80	22.60	*22.60	22.80
1930—				
January	23.00	22.70	*22.70	22.90
February	....	....	*22.90	22.10
March	....	....	*23.00	23.20
Spot	....	....	21.30	....

Sales, 417 lots. Tone, quiet and steady.

*Nominal. †Trading.

OUTSIDE CLOSING PRICES
(Per pound, delivered New York.)

Plantation—	Bid	Asked
Ribbed smoked sheets, spot	21¾	21⅝
April	21¾	21⅝
May-June	21⅝	21⅞
July-September	22⅛	22⅜
October-December	22¾	22⅝
Spot—		
First latex crepe	22	22¼
Clean thin brown crepe	19¼	19½
Specky brown crepe	19	19¼
Rolled brown crepe	14¾	15
No. 2 amber	19½	19¾
No. 3 amber	19¼	19½
No. 4 amber	19	19¼
Paras—		
Up-river, fine, spot	22¾	23
do coarse	13½	13¾
Accra, fine, spot	22	22½
Caucho ball—Upper	13½	13¾
*Brazil, washed, dried, fine	28½	29
Centrals—		
*Esmeraldas	..	14
*Central scrap	..	14
Guayule, washed and dried	..	19
Balata—		
*Block Ciudad	50	..
*Surinam sheet	52	..
*Manaos block	50	..
Peruvian block	27	28

SCRAP RUBBER

(Dealers' buying prices, f. o. b. New York)

Boots and shoes, black, ton	$21.00a21.00
Arctics, cwt	.50a .60
Inner tubes, mixed, cwt	4.50a 4.75
Inner tubes, red, cwt	5.00a 5.26
Tires, standard, mixed, ton	18.00a19.00
Inner tubes, No. 1, cwt	6.50a 6.75
Inner tubes, No. 2, cwt	4.25a 4.50
Mixed hose, soft, cwt	.50a .55
Hose, air brake, ton	27.50a30.00

*Nominal.

NEW YORK STOCK EXCHANGE

MONDAY, APRIL 15, 1929

Previous, 1929 High	Low	Div.		Sales	High	Low	Close	Net Change
85½	72⅜	7	Amer. Chain pf	100	79¾	79¾	79¾	— ¼
97½	48	....	Advance Rumely	5,600	90⅞	88⅞	89½	— ½
94	58½	....	do pf	800	90	88½	88¾	— ¼
114⅝	95⅛	3	Air Reduction	1,600	102⅜	100⅛	100⅛	— 1⅞
11¼	7½	....	Ajax Rubber	500	8⅜	8⅛	8¼	— ⅛
194	166	7	Allis Chalmers	1,000	178	175	176½	+ 5¼
....	....	....	do pf	No sales today				
60⅞	40½	....	Am. Bosch Magneto.	1,200	53	52	52	— 1
8⅞	6	....	Am.-La France	500	6½	6⅜	6½	...
63⅛	33¼	....	Briggs Mfg. Co.	4,700	43½	42⅜	42¾	— ⅜
73⅞	51	3	Brockway Motor	2,200	57¼	55	56	+ ¾
35⅞	28¼	....	Chicago Pneu. Tool.	100	30	30	30	— ⅞
....	....	....	Chicago Yellow Cab.	No sales today				
135	89¾	3	Chrysler Corp.	51,200	91⅞	88¼	88¼	— 2¾
....	....	....	do pf	No sales today				
64⅝	43	2	Commercial Credit	1,600	49	48⅝	48⅝	— ⅜
....	....	....	do pf	No sales today				
195	131½	4	Com. Invest. Trust	1,500	162½	161	162½	— 1¼
....	....	....	do pf	No sales today				
28⅜	17⅛	.80	Continental Motors	5,500	19⅞	19½	19⅝	— ¼
....	....	....	Cutler-Hammer	No sales today				
198½	155¾	4	Du Pont	4,600	180	177	177	— 3
76¾	60¼	3	Eaton Axle & Spring	1,000	62¼	62⅛	62¼	— ½
170	126¾	4.50	Electric Auto-Lite	2,400	147½	145	145½	— 2¾
....	....	....	Elec. Stor. Battery	No sales today				
73¾	55	2.50	Evans Auto Load	400	63⅜	63⅛	63¼	+ ⅛
....	....	....	Emerson Brant	No sales today				
....	....	....	do pf	No sales today				
22⅜	14½	.80	Federal Motors	600	17	16⅞	17	+ ½
20⅛	10⅞	....	Fisk Rubber	10,700	12	11½	11½	....
72½	60	....	do 1st pf	200	61	61	61	+ ⅞
33⅞	20	....	Gabriel Snubber	300	23	23	23	....
262⅜	219	5	General Electric	7,400	235¾	232	233	— 1
25	10½	....	Gardner Motor	400	13½	13⅜	13½	— ½
91¾	77⅛	3	General Motors	66,700	85⅛	83⅝	83¾	— 1¼
....	....	....	do pf	No sales today				
126½	124½	7	do 7s pf	400	125	124¾	124¾	....
....	....	....	do deb	No sales today				
45	36⅞	1.75	Glidden Co.	7,600	45½	45	45⅛	....
....	....	....	do pf	No sales today				
105¾	83⅝	4	Goodrich	2,300	88½	88	88¼	— ¼
....	....	....	do pf	No sales today				
154	112	....	Goodyear T. & R.	6,600	134½	132¼	132¼	— 1⅞
104⅞	101¾	7	do pf	100	103½	103½	103½	+ ¼
54	39⅛	....	Graham-Paige Motor	1,600	41⅞	41⅜	41⅜	— ⅜
55⅝	50⅜	....	Hayes Body	400	53	52	53	— ⅜
93½	81⅛	5	Hudson Motor Car	3,500	87½	86¼	86½	— ⅛
82	55⅛	2	Hupp Motor Car	5,000	58	56	56⅝	— 1¾
....	....	....	Indian Motocycle	No sales today				
14¼	9½	....	Intercon. Rubber	400	10	9	10	....
115	92¾	2.50	Internat. Harvester	1,100	106	105¾	105¾	+ ⅛
....	....	....	do pf	No sales today				
242¾	155¼	3	Johns-Manville	2,200	180⅜	178	178	— 2
16½	6	....	Jordan Motor Car	300	10¾	10½	10½	— ¼
24	11	....	Kelly-Springfield	3,000	17	16½	16⅝	— ⅛
....	....	....	do 6s pf	No sales today				
....	....	....	do 8s pf	No sales today				
61¾	47⅛	2	Kelsey-Hayes Wheel	400	52	51½	51½	+ ⅜
....	....	....	do pf	No sales today				
25	18	....	Lee Rubber & Tire	1,000	19½	18½	19½	+ ½
61	53⅛	2.40	Link Belt	100	55⅛	55⅛	55⅛	+ ⅛
114¾	91	6	Mack Trucks	4,700	105	102	103	— ½
84	66¾	4	Marmon	10,000	81	76⅞	80⅛	+ 3⅛
....	....	....	Marlin Rockwell	No sales today				
....	....	....	Martin Parry	No sales today				
34⅞	20	....	Mengel	2,900	27	25¾	26	+ ½
28⅞	22½	....	Miller Rubber	300	26½	26¼	26½	+ ⅛
8	5	....	Moon Motors	400	6⅜	6	6¼	+ ¼
25¾	18	....	Moto Meter A	1,300	19½	18	18	— 1¾
130½	112	2	Motor Products	1,400	132	129½	130	— ½
47½	39	2	Motor Wheel Corp.	400	43	42¾	42⅞	— ⅛
....	....	....	Mullins Mfg.	No sales today				
78¾	62	....	Murray Corp.	5,700	72⅛	69¾	70¾	+ ¾
118⅞	94	6	Nash Motors	3,900	99¾	98½	98¾	— 1⅛
....	....	....	do pf	No sales today				
6¼	5	....	Norwalk T. & R.	200	5	5	5	— ⅛
....	....	....	do pf	No sales today				
10⅛	7½	....	Omnibus Corp.	500	8¾	8¾	8¾	— ⅛
48⅜	37¼	....	Otis Steel	900	44	43⅝	43⅝	— ⅜
153	116½	3.50	Packard Motor Car	7,900	127½	126	126	— 2
22½	15⅜	....	Peerless Motor Car	600	16	15⅞	16	— ¼
37⅞	27½	....	Pierce-Arrow A	100	31½	31½	31½	— 1
....	....	....	do pf	No sales today				
31⅞	25⅝	1	Reo Motors	2,100	29⅛	28½	28⅝	— ½
12¼	7¼	....	Reynolds Spring	200	8¾	8¾	8¾	+ ¼
66¾	45	....	Spicer Mfg. Co.	500	54	54	54	....
....	....	....	do pf	No sales today				
145	120½	7	Stewart-Warner Spd.	600	134¼	133½	134⅛	+ 1
89	52¾	3	Stromberg Carbur.	700	87	85	86	....
98	77	5	Studebaker Co.	1,700	82	81¼	81¼	— 1⅛
....	....	....	do pf	No sales today				
87	73½	3	Timken Roller Bear.	1,200	81⅜	80⅛	80⅛	— 1⅜
51	34¾	2.50	Trico	1,100	44¼	43¼	44⅛	+ ⅞
65	42	....	U. S. Rubber	5,000	54	52⅞	52⅞	— ⅝
92½	77	....	do 1st pf	500	81⅜	80⅞	81⅜	+ ⅜
42⅞	32½	2	Warner Quinlan	2,200	35	34¼	34¾	+ ½
54½	45⅛	2	Westinghouse A. B.	4,000	49¼	48	48	— ⅜
53½	40⅝	1	White Motors	400	48	47½	47½	— ⅜
35	24⅝	1.20	Willys-Overland	4,000	25⅞	25½	25⅝	— ⅛
103	90¼	7	do pf	100	98	98	98	....
68⅜	61¾	4	Yale & Towne	800	67½	66¾	67½	....
47⅝	35	....	Yellow Tr. & Coach	29,800	47¼	46⅜	46¾	— ⅜
....	....	....	do pf	No sales today				

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

New Accessory Dealers

VIRGINIA

Richmond, April 16.—(U. T. P. S.).—The Advance Stores Company, first unit of a chain which will be established in the South, is open at 506 South Jefferson St., Roanoke, Va. Albert Dublin is manager of the store, which will sell radios, radio equipment and automobile accessories.

OHIO

Springfield, April 16.—Papers have been filed with the secretary of state for chartering the Jacobs Auto Parts Company, Inc., with a capital of $50,000 to manufacture and deal in automotive parts, accessories and shop tools. Incorporators are J. Jacobs, H. Israel and F. M. McKee.

CALIFORNIA

Los Angeles, April 16.—The $500,000 tire and automotive plant of the Wynns Tire & Rubber Company, at the corner of East 8th Street and Towne Avenue, has been formally opened with an elaborate program the retail establishment is declared to be the largest of its kind in the country. B. Wynns, Sr., is president of the company; Bar Wynns is vice-president and general manager; Alec Wynns is director and manager of the service department.

WISCONSIN

Superior, April 16.—Construction work on a new super service station to be located at Ogden Avenue and 14th Street in Superior is to be started in a few days. The new station, which is to be known as the Firestone Super Service station will be 100 feet long and 72½ feet wide and will be one story high of brick construction. A feature of the new station will be automatic doors. Incoming automobiles will be admitted by pressing a button by an attendant and outgoing automobiles will pass through doors opened automatically by a trap, swung by the weight of the automobile as it drives up to the door.

IOWA

Marshalltown, April 16.—The Hurto Battery Station, 4 West Church St., has been sold by Earl N. Hurto to Wayne H. Hodges, formerly with the U. S. L. Battery Company. The new owner will handle Exide batteries and maintain an automotive electric shop. Mr. Hurto is moving to Phoenix, Ariz.

NEW YORK

Watertown, N. Y., April 16.—A new concern known as the Sears Auto Supply Company opened a new distributing branch during the week at Watertown in a newly remodeled building. In addition to car accessories the firm is also handling an extensive line of electrical and hardware supplies. L. A. Deeley is general manager. A large factory warehouse was recently opened by the firm near Cortland.

Rochester, April 16.—The Wolk Auto Supply Company has been organized and incorporated here with a capital of $10,000 by T. L. McCarthy and associates. It is planned to acquire a local building in which will be established a wholesale and retail automotive supply business.

It's in the Air

"The automotive dealer today will be the airplane dealer tomorrow."

BOEING PLANTS HAVE HUGE OUTPUT PROGRAM

Seattle, April 16.—Boeing airplane factory now has fifty-eight projects, involving sixty-nine planes of six different types, going through the shops. The factory also has considerable work on hand for spares, conversions, etc. Among the jobs going through the plant are new model mail planes, combination mail-passenger planes, tri-motored passenger transports, sea planes and military orders.

BELLANCA PLANE FACTORY EXTENSIONS COMPLETED

New Castle, Del., April 16.—The new building extensions of the Bellanca Aircraft Corporation's factory at New Castle, Del., were completed and put into operation this week. George E. Olson, formerly of the naval aircraft factory at Philadelphia, and now production manager of the Bellanca Corporation, states that these extensions will result in the output of twelve Bellanca CH 300 cabin monoplanes during April, as against six per month for the first three months of this year, and that this production will be progressively increased to one ship per day within the next three months.

WRIGHT PLACES $500,000 ORDER FOR ENGINE VALVES

Cleveland, April 16.—A half million dollar order for airplane engine valves, covering the entire requirements of the Wright Aeronautical Corporation, Paterson, N. J., for the balance of the year, has been received by Thompson Products, Inc. According to company officials, this is the largest single valve order ever received by Thompson Products for either automobile or airplane motors.

New Dealers Appointed

OKLAHOMA

Graham-Paige—Frank E. Rankins Motor Company, Lawton.

ONTARIO

Hupp—Niagara Motor Sales, Niagara Falls.

OREGON

Graham-Paige — Jennings Motor Company, La Grand.

Hupp—J. S. Moore, Bandon.

PENNSYLVANIA

Hupp—S. Ralph Eppley, Carlisle; H. S. Gingrich, Fredericksburg; James C. Anderson & Son Motor Car Company, Nanticoke; Ewing Motor, Freeport; Likros Motor Company, McKeesport; Winter's Garage, New Brighton; Sewickley Sales and Service, Sewickley; Valley Motor Company, Tarentum.

Graham-Paige—Canonsburg Motor Company, Canonsburg; A. M. Karns & Son, Everett; Tassone Motor Company, Republic; Harry S. Albright, Roaring Springs; Keystone Repair Company, Saint Marys.

Elcar—Elcar Motor Sales, 2316 Peach St., Erie.

RHODE ISLAND

Hupp—B. & M. Motors, Westcott.

SOUTH DAKOTA

Hupp—E. O. Rundell, Hurley.

Graham-Paige—Elton M. Geise, Clark; Sioux Motor Company, Canton.

TEXAS

Hupp—West Texas Motor Company, Lubbock; O. L. Finley, Lufkin.

Graham-Paige—Robert Dycke Motor Company, Dalhart; Biggs Horn, Pampa; Talbot Abernethy; Shamrock; Beck Motor Company, Spearman.

VIRGINIA

Graham-Paige—A. A. Austin, Staunton.

Elcar—Smith Hood Elcar Company, Orange.

WEST VIRGINIA

Hupp—Midland Motor Sales, Rupert.

WISCONSIN

Graham-Paige—Fulmer Motor Sales, Viroqua; Augustine Motor Company, Oconto.

COLUMBIA AUTO SERVICE TAKES 15-YEAR LEASE

Union City, N. J., April 16.—The Columbia Auto Service has taken a lease for fifteen years on the garage at 4288-90 Hudson Boulevard, Union City, at an aggregate rental of about $1,000,000. G. Cutrona, automobile body builder and painter, the owner, is retiring and is presenting his employees with all the equipment used in the body building and painting business in order that they may continue the business.

The lessee, the Columbia Auto Service, is going to present North Hudson with a new innovation in the washing of automobiles. It is assembling machinery which will be able to wash an automobile in four or five minutes at one-third the present cost.

The new

All Eight franchise

This is a real line. It's appealling to real merchants. It's making real profits — with a complete line of straight-eights from $995 up

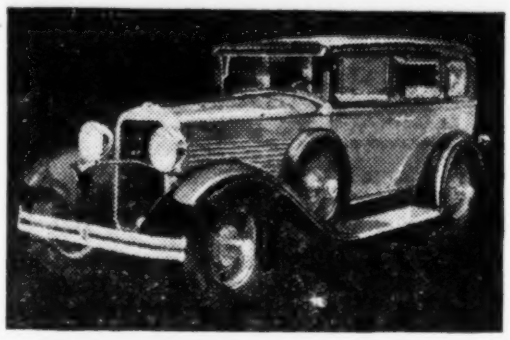
The Marmon-Roosevelt franchise covers all price divisions from $995 up. It *dominates* each group with a full-size straight-eight automobile, distinctive in appearance, outstanding in performance. Under one contract, the Roosevelt, the Marmon "68" and the Marmon "78" have been brought together, offering the greatest dealer opportunity in years.

Hundreds of successful distributors and dealers are already increasing their business and making new profits with this all-eight, all-market contract. And now that you have seen the new Roosevelt, and realize what remarkable value Marmon has built into it, perhaps you too would like to investigate this franchise. If your territory is still open, full information may be had by addressing the factory.

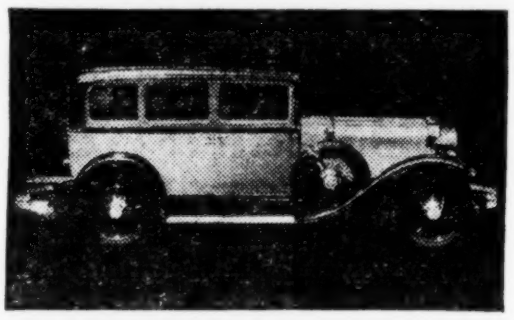
MARMON MOTOR CAR COMPANY, *Indianapolis*

MARMON

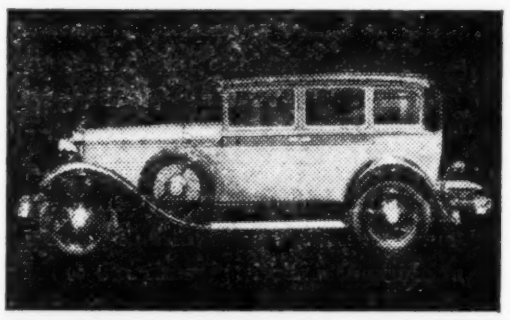
UNDER THE DIRECTION OF G. M. WILLIAMS



The Roosevelt, world's first straight-eight under $1000; unmatched in style, value and performance. Sedan $995, Standard Coupe $995, Victoria $1065, Collapsible Coupe $1095. Prices at factory



New Marmon "68", at $1465, presents the most striking appearance and performance in the medium price field. Full line includes Sedan, Coupe, Collapsible Coupe, Victoria, Roadster, Touring Speedster



New Marmon "78", at $1965, with its low sweeping lines and 86 h.p. straight-eight engine challenges the industry in luxury and performance. Body styles include: Sedan, Victoria, Coupe, Collapsible Coupe, Roadster, Touring Speedster

G. M. Williams, President Marmon Motor Car Company, under whose direction this company has attained the greatest success in its long history

KOOLMOTOR

The answer to some Springtime troubles

Now, when car sales are growing, is the time for the dealer to consider ways and means for easing the strain on the service department.

Proper lubrication as a factor in reducing troubles in the engine, the transmission, differential, shackles, etc., should be given special consideration in freeing the service crews from unnecessary "come-backs." And good gasolene adds to the motorist's satisfaction and stops many IMAGINARY troubles.

KOOLMOTOR Oils and Gasolene are specially designed to meet the demands of modern high speed and high compression engines.

The $800,000,000 organization which developed KOOLMOTOR products must keep pace with automotive design, because they themselves operate thousands of motor vehicles—passenger cars, trucks and tractors.

For this vast fleet, Cities Service is big enough to demand, and get, the best. Their laboratories spend more than a million dollars annually in testing and improving products and services. They make sure that all Cities Service petroleum products are the best that science can offer. They have developed KOOLMOTOR Oils and Gasolene to meet the wide demand for fuel and lubricants that make any car perform at its best.

That's why many dealers are reducing the number of complaints to a minimum—why they are maintaining the reputation of their cars for miles of motoring satisfaction by recommending and using KOOLMOTOR Oils and Gasolene.

CITIES SERVICE OIL COMPANY

60 WALL STREET NEW YORK CITY

CITIES SERVICE OIL COMPANY,
60 Wall Street, New York City.

Please send me a copy of your booklet, "Gets the Most Out of Your Car," which fully describes Koolmotor Oils and Gasolene.

Name .....

Address .....